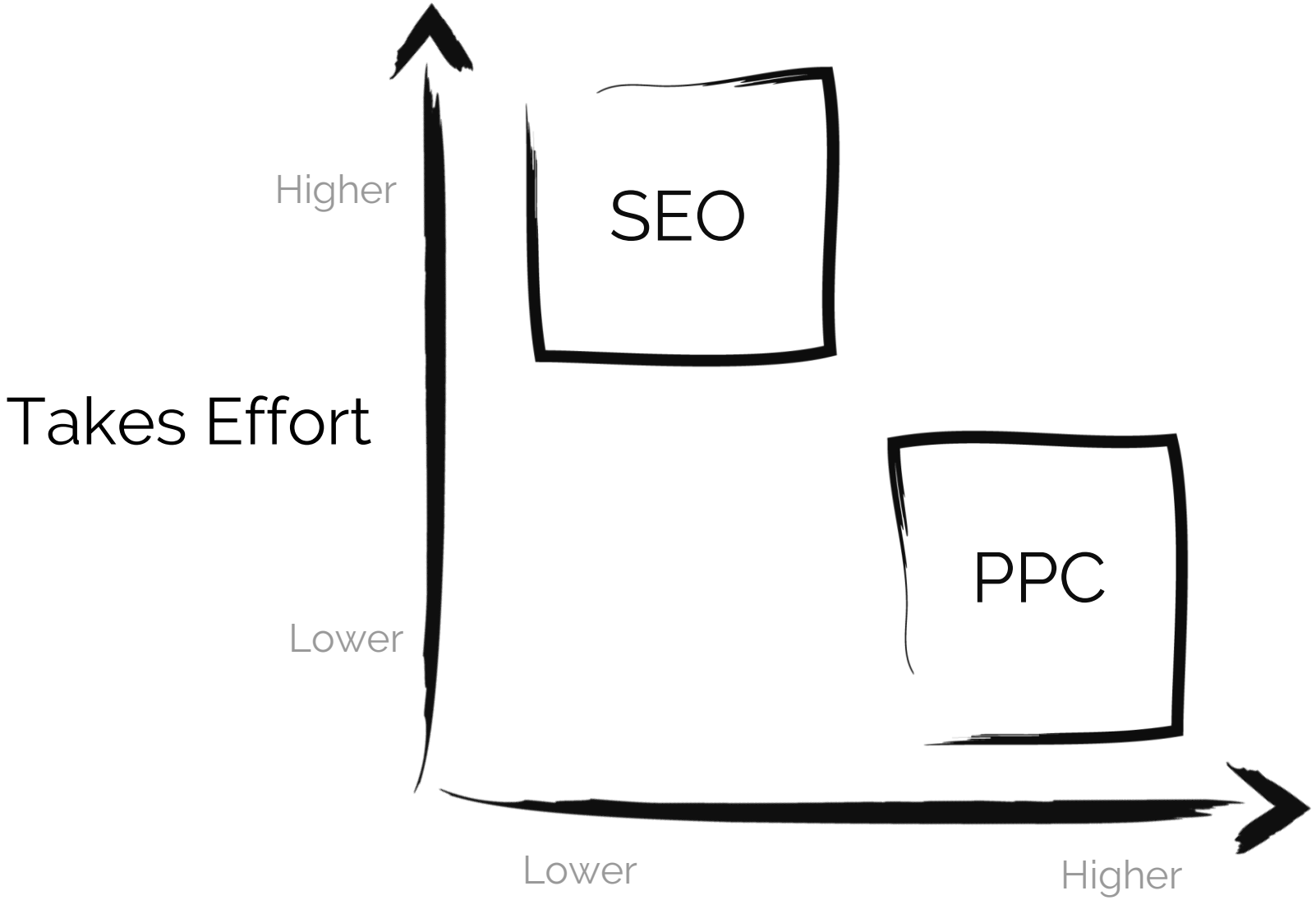
Rob Ousbey

rob.ousbey@distilled.net

@RobOusbey

WISTIA
SHIPIT


Higher
SEO
Takes Effort
PPC
Lower
Lower
Higher
Costs Money

80% of What You Need to Know about SEO (in 20 minutes or less)

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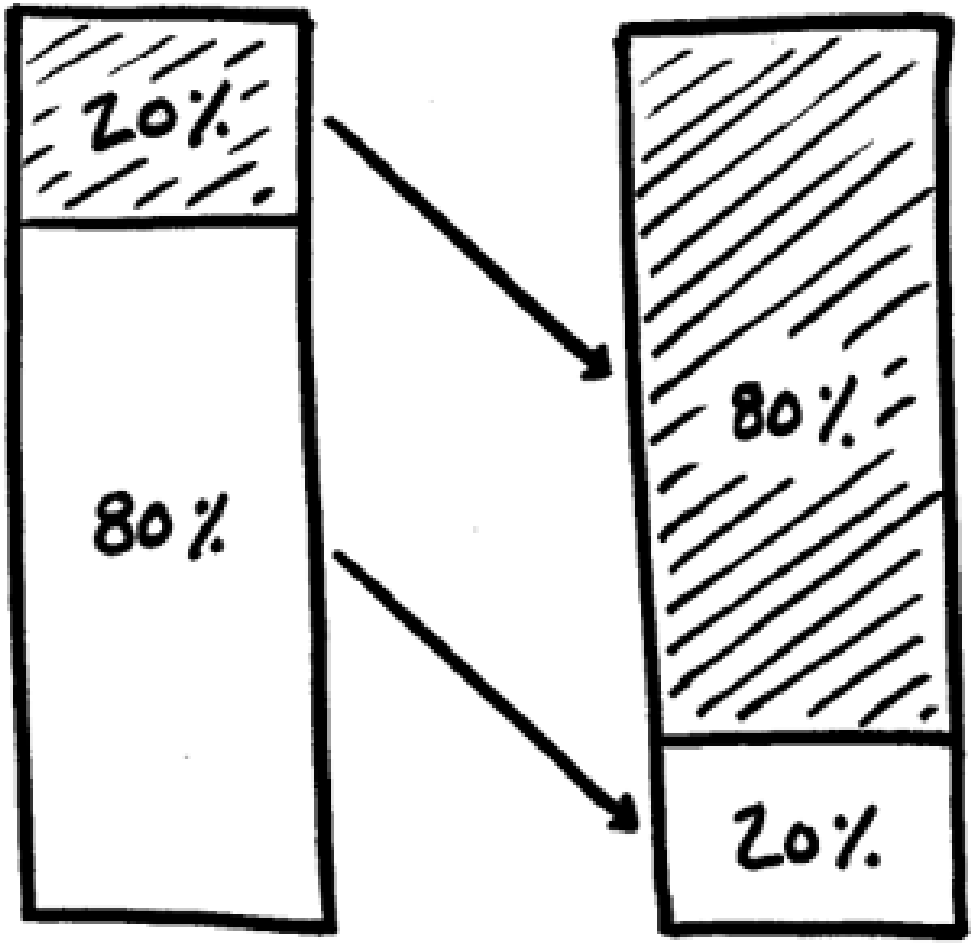
What I'll teach you

What you'll understand



“How does Google choose the rankings?”

Relevancy

Which pages are relevant to the query?

Authority

Which pages have authority?

User Signals

Which sites to users actually like visiting?

Relevancy

seattle mariners tickets

Google Search I'm Feeling Lucky

Relevancy

Seattle Mariners Tickets | Seattle Mariners

seattle.mariners.mlb.com/ticketing/index.jsp?c_id=sea

The Official site of the **Seattle Mariners** includes upcoming game **tickets**, promotions, **ticket** specials, season **tickets** and more directly from the team!

Single-Game Tickets

Seattle Mariners single game tickets are available at Mariners ...

Single-Game Seating & Pricing

View Mariners ticket pricing to see what kind of deal you can get at ...

More results from mlb.com »

Seattle Mariners tickets - Mariners tickets on StubHub!

https://www.stubhub.com/seattle-mariners-tickets/performer/1043/

Seattle Mariners tickets - Buy and sell **Seattle Mariners tickets** and other Baseball tickets on StubHub! Buy your **Seattle Mariners Ticket** today.

Seattle Mariners Tickets | Single Game Tickets & Schedule ...

www.ticketmaster.com/Seattle-Mariners-tickets/artist/806019

Tickets for Baseball games: buy **Seattle Mariners** Baseball single game **tickets** at Ticketmaster.com. Find game schedules and team promotions.

Seattle Mariners Tickets | Vivid Seats

https://www.vividseats.com › Sports › MLB Baseball

Pick up a pair of **Seattle Mariners tickets** at Vivid Seats and take that special someone for a day of baseball! Plus view schedule and seating information.

Wed, Jul 5	Kansas City Royals at Seattle ...	Safeco Field, Seattle, WA
Thu, Jul 6	Oakland Athletics at Seattle ...	Safeco Field, Seattle, WA
Fri, Jul 7	Oakland Athletics at Seattle ...	Safeco Field, Seattle, WA

Seattle Mariners Tickets & Schedule | SeatGeek

https://seatgeek.com › MLB › Seattle Mariners

Buy and Sell 100% Guaranteed **Seattle Mariners Tickets** on SeatGeek. We Search Hundreds of Sites to Find you the Best Deals on Mariners Tickets. Order Now ...

Seattle Mariners Tickets | 2017 Mariners Tickets - TicketCity

https://www.ticketcity.com/mlb/seattle-mariners-tickets.html

Find the best selection and prices on all 2017 **Seattle Mariners tickets** at TicketCity - your trusted MLB ticket source for 25+ years!

Wed, Jul 5	Kansas City Royals at Seattle ...	Safeco Field - Seattle, WA
Thu, Jul 6	Oakland Athletics at Seattle ...	Safeco Field - Seattle, WA
Fri, Jul 7	Oakland Athletics at Seattle ...	Safeco Field - Seattle, WA

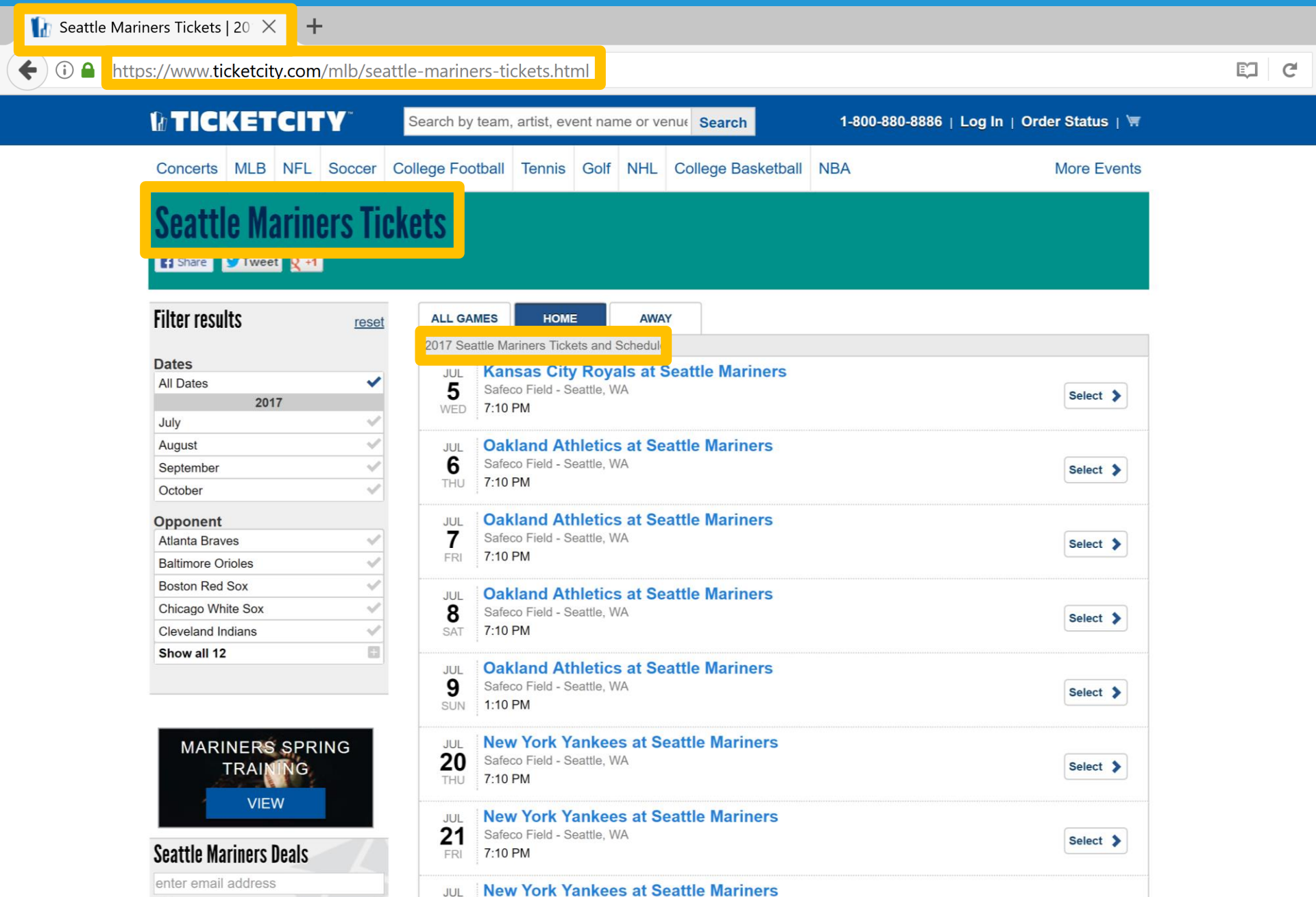
Relevancy

The *Big Five* for Relevancy

Include your 'target keyword' in:

Page URL
Title
Heading
Body Copy
&
Link Anchor Text

Relevancy


Seattle Mariners Tickets | 20
https://www.ticketcity.com/mlb/seattle-mariners-tickets.html
TICKETCITY
Search by team, artist, event name or venue
Search
1-800-880-8886 | Log In | Order Status
Concerts MLB NFL Soccer College Football Tennis Golf NHL College Basketball NBA More Events
Seattle Mariners Tickets
Share Tweet +1
Filter results
reset
Dates
All Dates
2017
July
August
September
October
Opponent
Atlanta Braves
Baltimore Orioles
Boston Red Sox
Chicago White Sox
Cleveland Indians
Show all 12
MARINERS SPRING TRAINING
VIEW
Seattle Mariners Deals
enter email address
ALL GAMES
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AWAY
2017 Seattle Mariners Tickets and Schedul
JUL 5 WED
Kansas City Royals at Seattle Mariners
Safeco Field - Seattle, WA
7:10 PM
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Oakland Athletics at Seattle Mariners
Safeco Field - Seattle, WA
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Oakland Athletics at Seattle Mariners
Safeco Field - Seattle, WA
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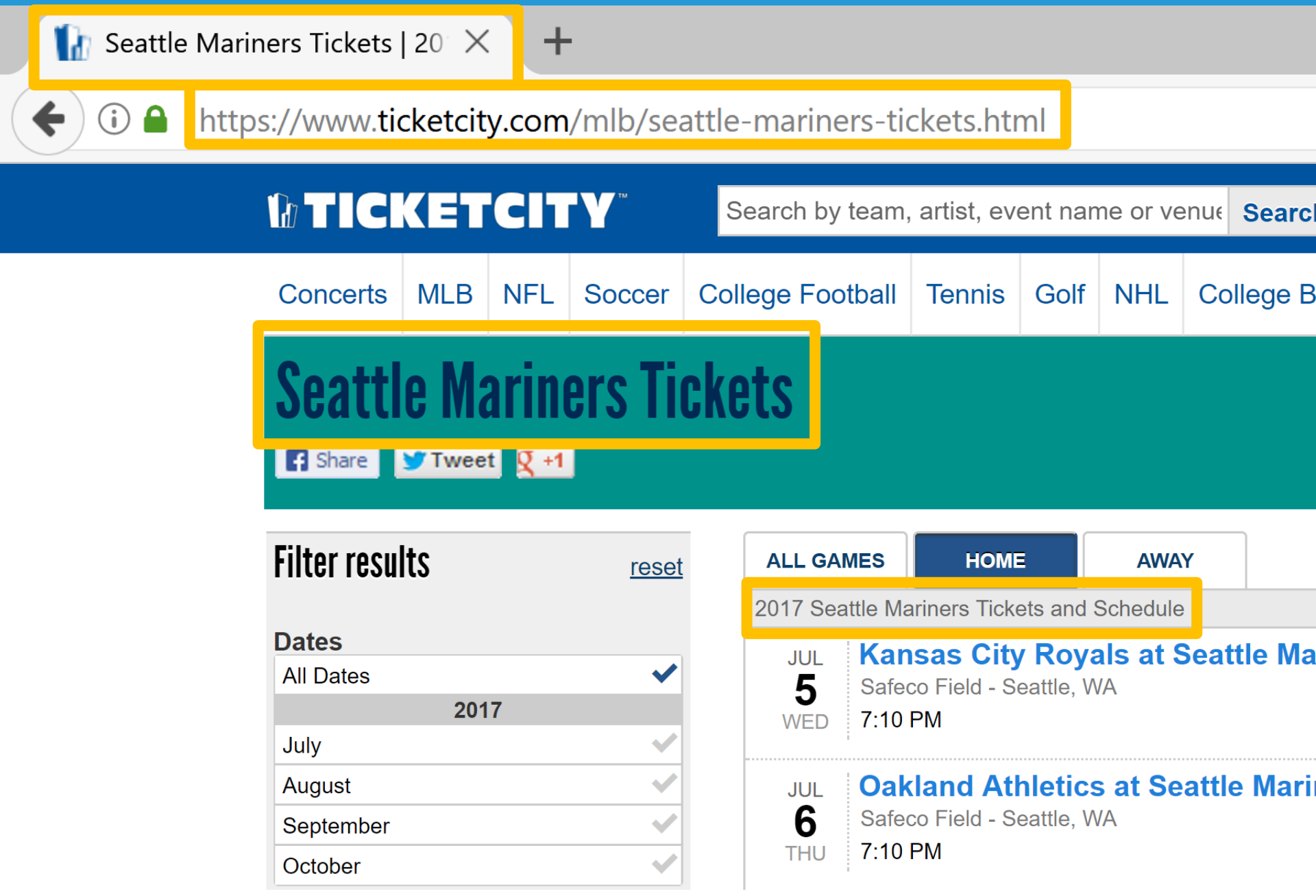
New York Yankees at Seattle Mariners

Relevancy


Seattle Mariners Tickets | 20
https://www.ticketcity.com/mlb/seattle-mariners-tickets.html
TICKETCITY
Search by team, artist, event name or venue
Search
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MLB
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College Football
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Golf
NHL
College B
Seattle Mariners Tickets
Share
Tweet
+1
Filter results
reset
Dates
All Dates
2017
July
August
September
October
ALL GAMES
HOME
AWAY
2017 Seattle Mariners Tickets and Schedule
JUL
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Kansas City Royals at Seattle Ma
Safeco Field - Seattle, WA
7:10 PM
JUL
6
THU
Oakland Athletics at Seattle Mari
Safeco Field - Seattle, WA
7:10 PM

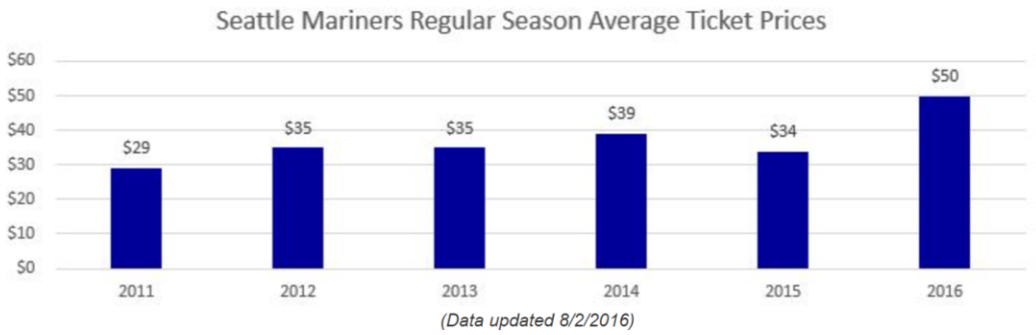
Relevancy

Ticket Info | Event Guide | Preview History | Mariners News

Seattle Mariners Tickets Information

Back to Top

Th Seattle Mariners average ticket price r regular season MLB games has remained relatively consistent over the last five seasons, with a significant increase in the 2016 season. The largest increase in Seattle M e 2016 season with the average ticket price moving from $34 in 2015 to $50 in 2016. The averag ticket price for Seattle Mariners gular season MLB tickets in 2016 is currently at $50 which is up 47% from 2015.



How to Buy Seattle Mariners Tickets

1. Scan through the 2017 Seattle Mariners Schedule and select the game that you would like to attend, or use the opponent or date filters beside the Seattle Mariners ticket listings to find the perfect matchup.

2. Click “Select” to reveal all available Seattle Mariners tickets, the Safeco Field interactive seating chart, ticket quantity, and ticket price filters. Use the ticket price filter, and ticket quantity filter to quickly refine your search to the available Seattle Mariners tickets that are in your price range. You can also utilize the “eTickets Only” filter to find all Seattle Mariners tickets that will be delivered electronically. The Safeco Field interactive map can be employed to reveal all tickets available for a preferred section. Select the perfect tickets and click “Go” to proceed to checkout.

3. Review the checkout page to ensure that the correct Seattle Mariners tickets have been selected, and read through any ticket notes or delivery information. If everything looks correct, fill out the checkout information, and purchase your Seattle Mariners Tickets!

Need help finding the right Seattle Mariners Tickets?

Our Sales and Service teams are available 7 days a week at 1-800-880-8886.

2017 Mariners Season Preview

The Seattle Mariners have been bringing in top tier talent in free agency over the last few years, and have the roster capable of making a run to the MLB postseason. The Mariners quietly hung around in the AL West a season ago, and still had a possibility of making the playoffs late in the year. The offensive duo of Nelson Cruz and Robinson Cano is as potent as any team in the American League, and the Mariners brought in Leonys Martin to add another consistent bat in center field. The 2016 Seattle Mariners roster will

Relevancy

The *Big Five* for Relevancy

Include your 'target keyword' in:

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Title
Heading
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&
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Relevancy

The *Big Five* for Relevancy

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Heading
Body Copy
&
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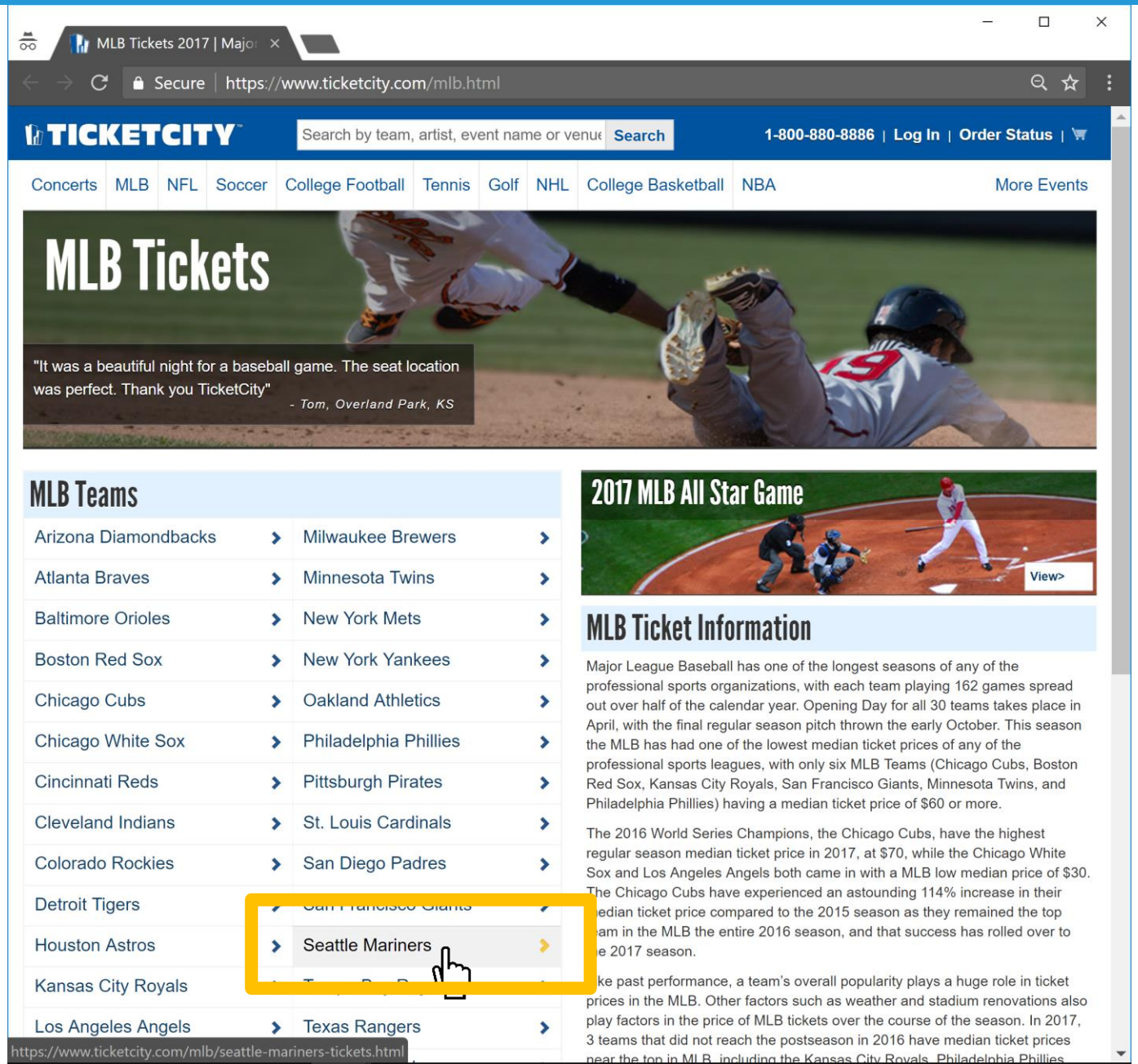
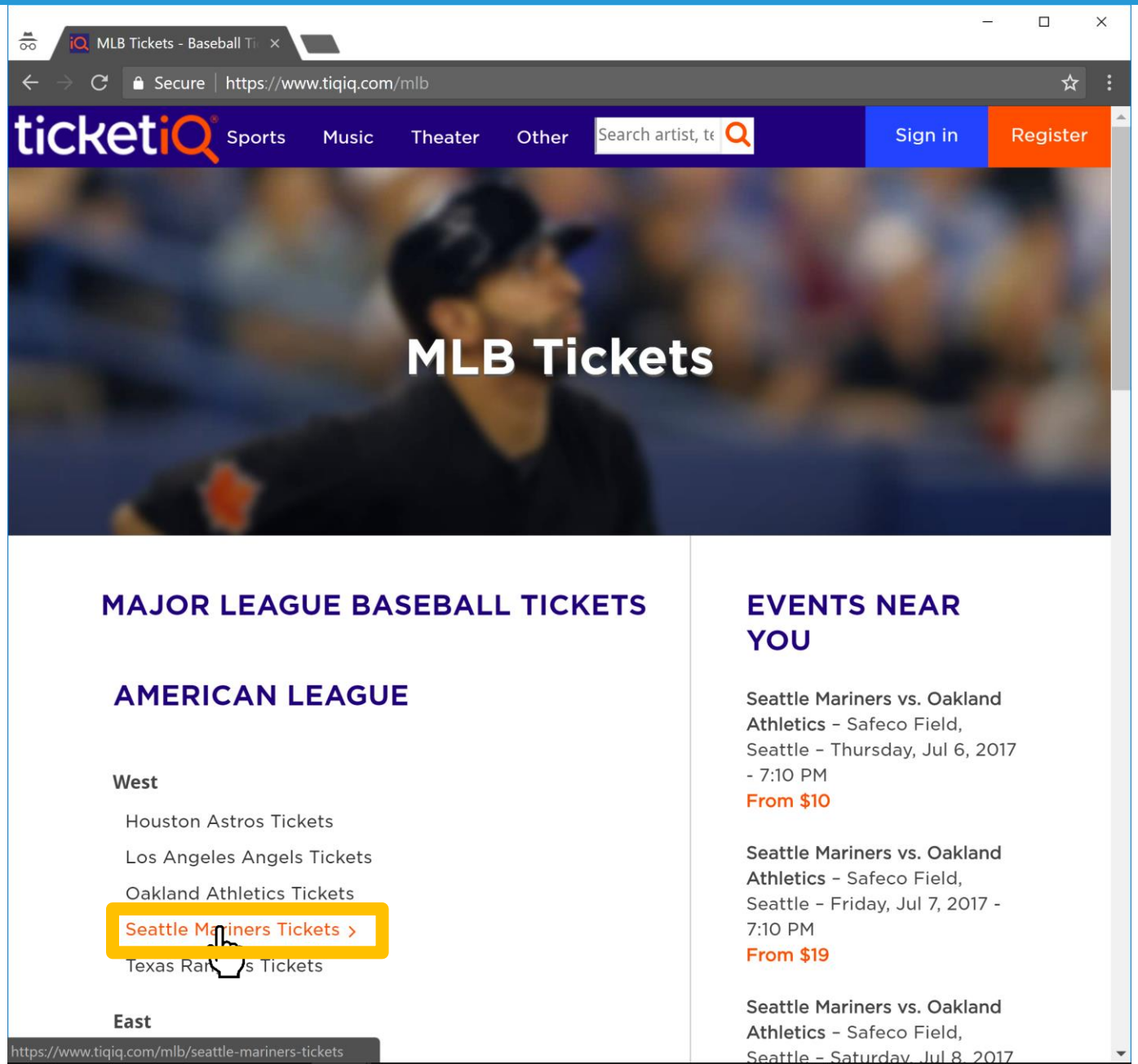

MLB Tickets 2017 | Major
Secure | https://www.ticketcity.com/mlb.html
TICKETCITY
Search by team, artist, event name or venue
Search
1-800-880-8886 | Log In | Order Status
Concerts MLB NFL Soccer College Football Tennis Golf NHL College Basketball NBA More Events
MLB Tickets
"It was a beautiful night for a baseball game. The seat location was perfect. Thank you TicketCity"
- Tom, Overland Park, KS
MLB Teams
Arizona Diamondbacks
Atlanta Braves
Baltimore Orioles
Boston Red Sox
Chicago Cubs
Chicago White Sox
Cincinnati Reds
Cleveland Indians
Colorado Rockies
Detroit Tigers
Houston Astros
Kansas City Royals
Los Angeles Angels
Milwaukee Brewers
Minnesota Twins
New York Mets
New York Yankees
Oakland Athletics
Philadelphia Phillies
Pittsburgh Pirates
St. Louis Cardinals
San Diego Padres
Seattle Mariners
Texas Rangers
2017 MLB All Star Game
View>
MLB Ticket Information
Major League Baseball has one of the longest seasons of any of the professional sports organizations, with each team playing 162 games spread out over half of the calendar year. Opening Day for all 30 teams takes place in April, with the final regular season pitch thrown the early October. This season the MLB has had one of the lowest median ticket prices of any of the professional sports leagues, with only six MLB Teams (Chicago Cubs, Boston Red Sox, Kansas City Royals, San Francisco Giants, Minnesota Twins, and Philadelphia Phillies) having a median ticket price of $60 or more.
The 2016 World Series Champions, the Chicago Cubs, have the highest regular season median ticket price in 2017, at $70, while the Chicago White Sox and Los Angeles Angels both came in with a MLB low median price of $30. The Chicago Cubs have experienced an astounding 114% increase in their edian ticket price compared to the 2015 season as they remained the top am in the MLB the entire 2016 season, and that success has rolled over to e 2017 season.
ke past performance, a team's overall popularity plays a huge role in ticket prices in the MLB. Other factors such as weather and stadium renovations also play factors in the price of MLB tickets over the course of the season. In 2017, 3 teams that did not reach the postseason in 2016 have median ticket prices
https://www.ticketcity.com/mlb/seattle-mariners-tickets.html

Relevancy


MLB Tickets - Baseball Ti
Secure | https://www.tiqiq.com/mlb
ticketiQ
Sports
Music
Theater
Other
Search artist, te
Sign in
Register
MLB Tickets
MAJOR LEAGUE BASEBALL TICKETS
AMERICAN LEAGUE
West
Houston Astros Tickets
Los Angeles Angels Tickets
Oakland Athletics Tickets
Seattle Mariners Tickets ›
Texas Rangers Tickets
East
https://www.tiqiq.com/mlb/seattle-mariners-tickets
EVENTS NEAR YOU
Seattle Mariners vs. Oakland Athletics – Safeco Field, Seattle – Thursday, Jul 6, 2017 - 7:10 PM
From $10
Seattle Mariners vs. Oakland Athletics – Safeco Field, Seattle – Friday, Jul 7, 2017 - 7:10 PM
From $19
Seattle Mariners vs. Oakland Athletics – Safeco Field,

Relevancy

Common Mistakes

Generic title on every page of the site

Eg: “Buy Tickets | MyOnlineTickets”

Wasting the H1 tag on something un-optimized

Eg: just your brand name, on every single page

No machine readable content on page

Eg: all the content is in images, or loaded in with Javascript

URL parameters & meaningless IDs

Eg: myonlinetickets.com/?venue=987&eventid=12345

Generic link text for internal links

Eg: “To buy Mariners Season Tickets, click here”

Relevancy

Next Action:

For the pages that you want to appear in Google:

Is the target keyword included in those ‘big five’?

(URL, title, heading, page copy, link anchor text)

Relevancy

Which pages are relevant to the query?

Authority

Which pages have authority?

User Signals

Which sites to users actually like visiting?

Authority

seattle mariners tickets

Google Search | I'm Feeling Lucky

Authority

Seattle Mariners Tickets | Seattle Mariners

seattle.mariners.mlb.com/ticketing/index.jsp?c_id=sea

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Single-Game Tickets

Seattle Mariners single game tickets are available at Mariners ...

Single-Game Seating & Pricing

View Mariners ticket pricing to see what kind of deal you can get at ...

More results from mlb.com »

Seattle Mariners tickets - Mariners tickets on StubHub!

https://www.stubhub.com/seattle-mariners-tickets/performer/1043/

Seattle Mariners tickets - Buy and sell **Seattle Mariners tickets** and other Baseball tickets on StubHub! Buy your **Seattle Mariners Ticket** today.

Seattle Mariners Tickets | Single Game Tickets & Schedule ...

www.ticketmaster.com/Seattle-Mariners-tickets/artist/806019

Tickets for Baseball games: buy **Seattle Mariners** Baseball single game **tickets** at Ticketmaster.com. Find game schedules and team promotions.

Seattle Mariners Tickets | Vivid Seats

https://www.vividseats.com › Sports › MLB Baseball

Pick up a pair of **Seattle Mariners tickets** at Vivid Seats and take that special someone for a day of baseball! Plus view schedule and seating information.

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Thu, Jul 6	Oakland Athletics at Seattle ...	Safeco Field, Seattle, WA
Fri, Jul 7	Oakland Athletics at Seattle ...	Safeco Field, Seattle, WA

Seattle Mariners Tickets & Schedule | SeatGeek

https://seatgeek.com › MLB › Seattle Mariners

Buy and Sell 100% Guaranteed **Seattle Mariners Tickets** on SeatGeek. We Search Hundreds of Sites to Find you the Best Deals on Mariners Tickets. Order Now ...

Seattle Mariners Tickets | 2017 Mariners Tickets - TicketCity

https://www.ticketcity.com/mlb/seattle-mariners-tickets.html

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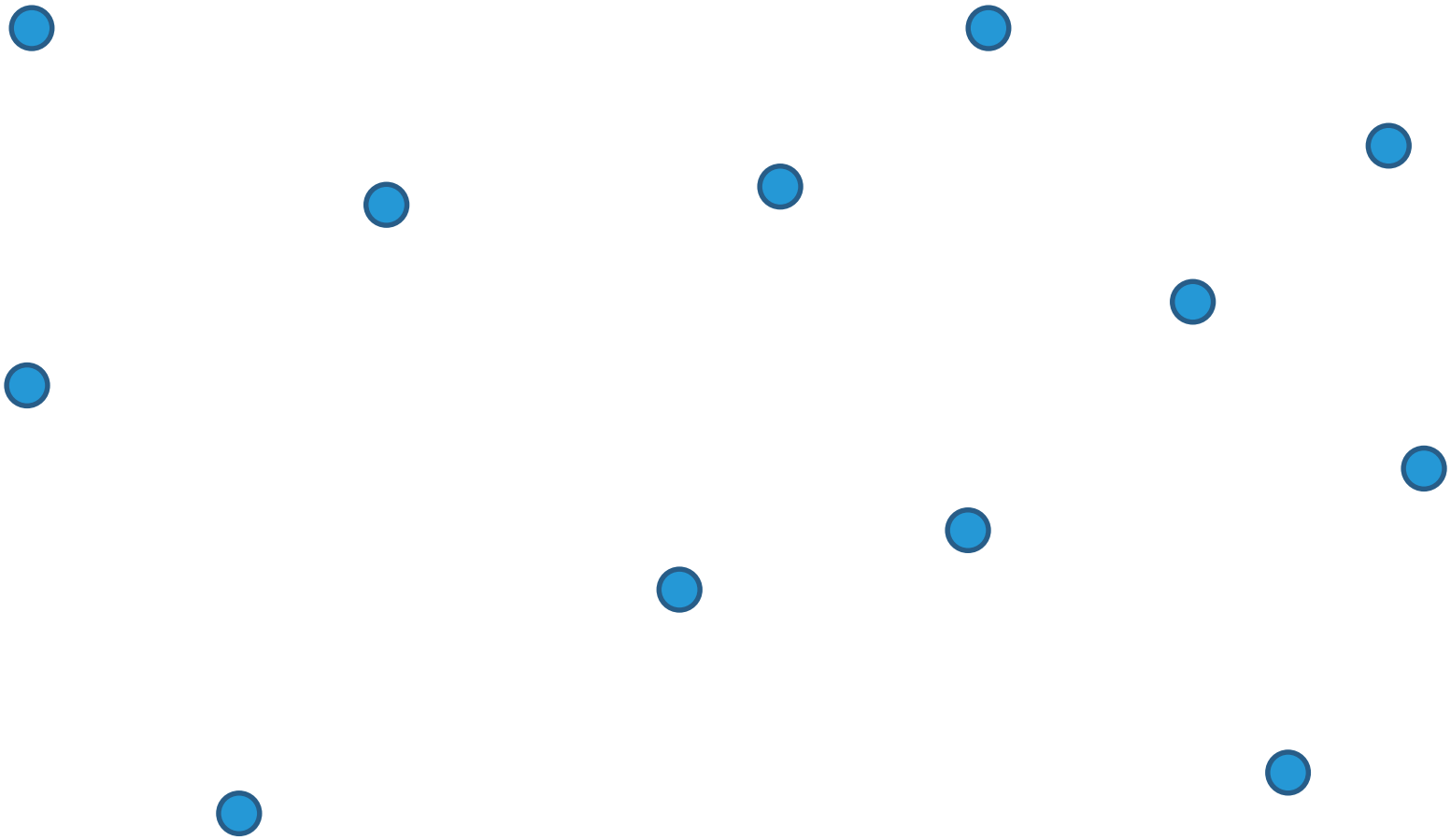

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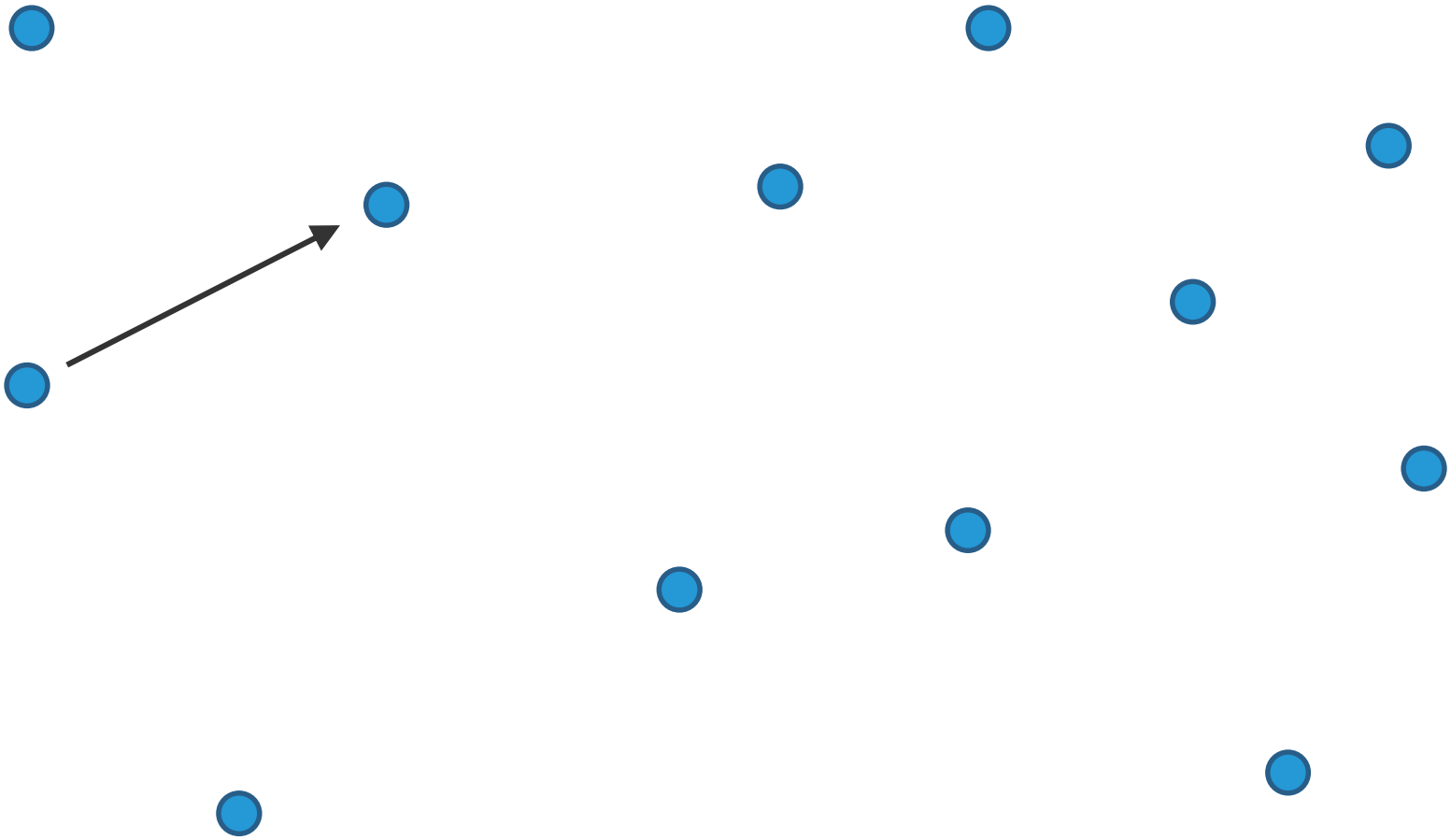

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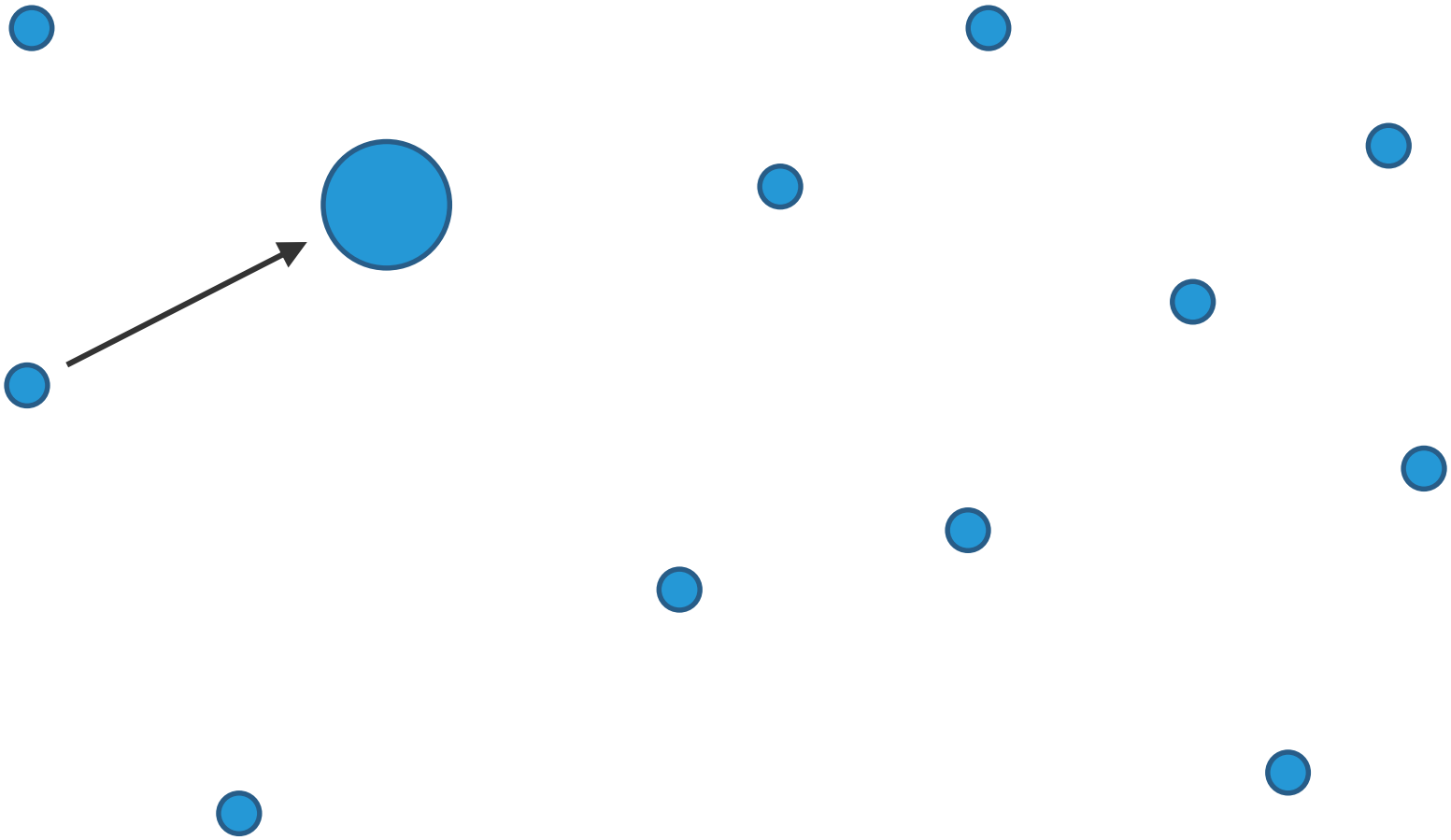

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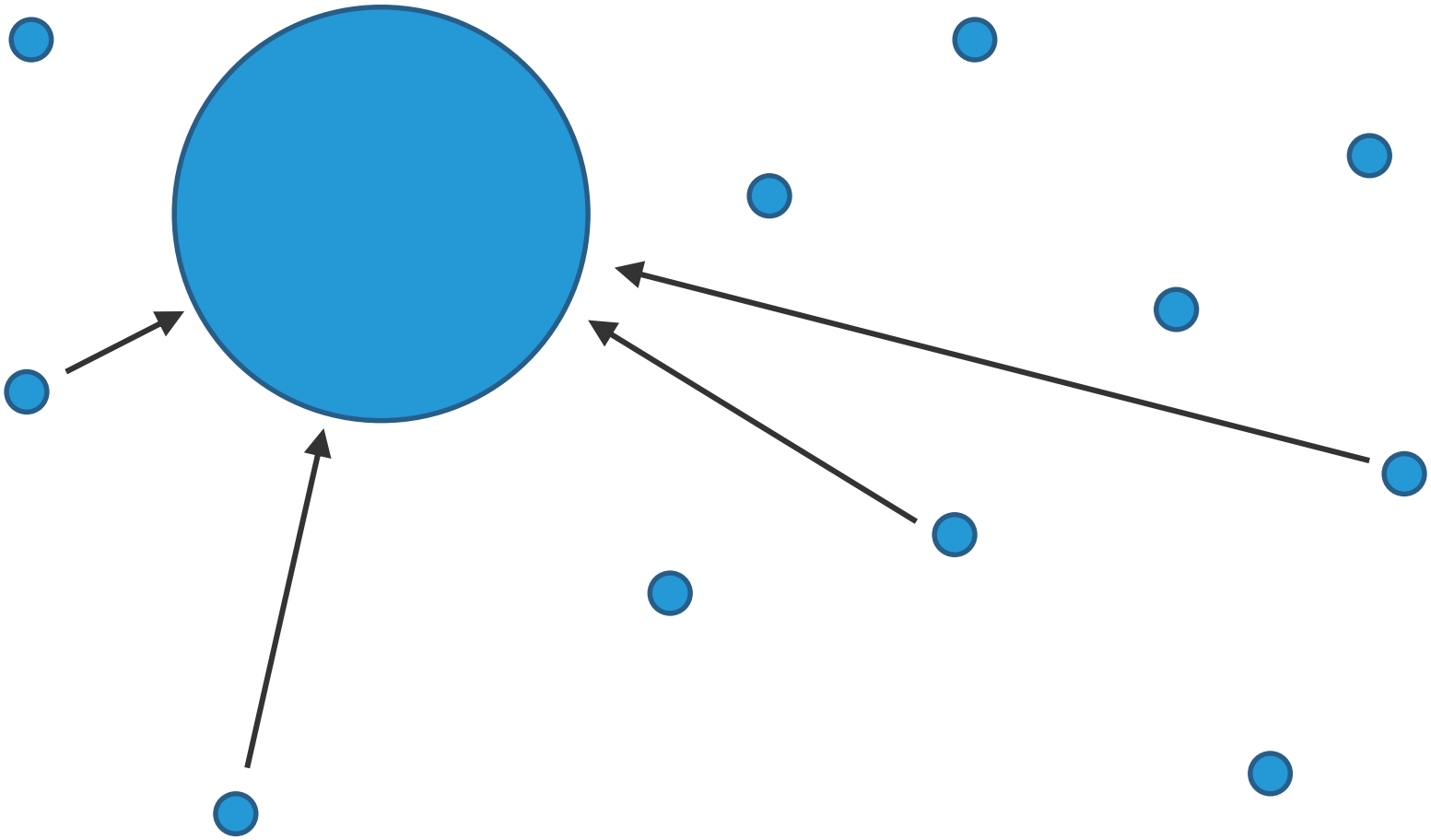
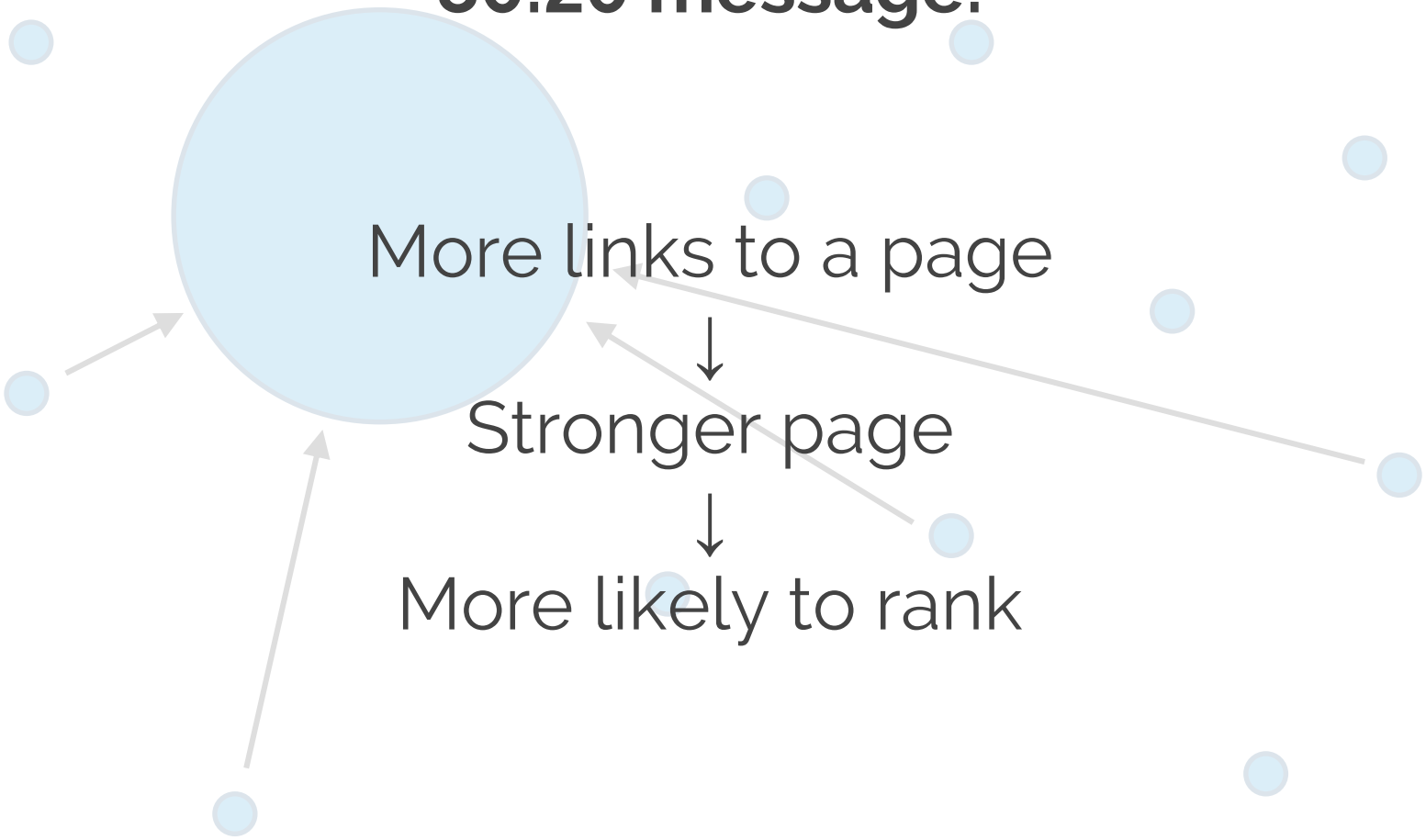


Authority

80:20 message:



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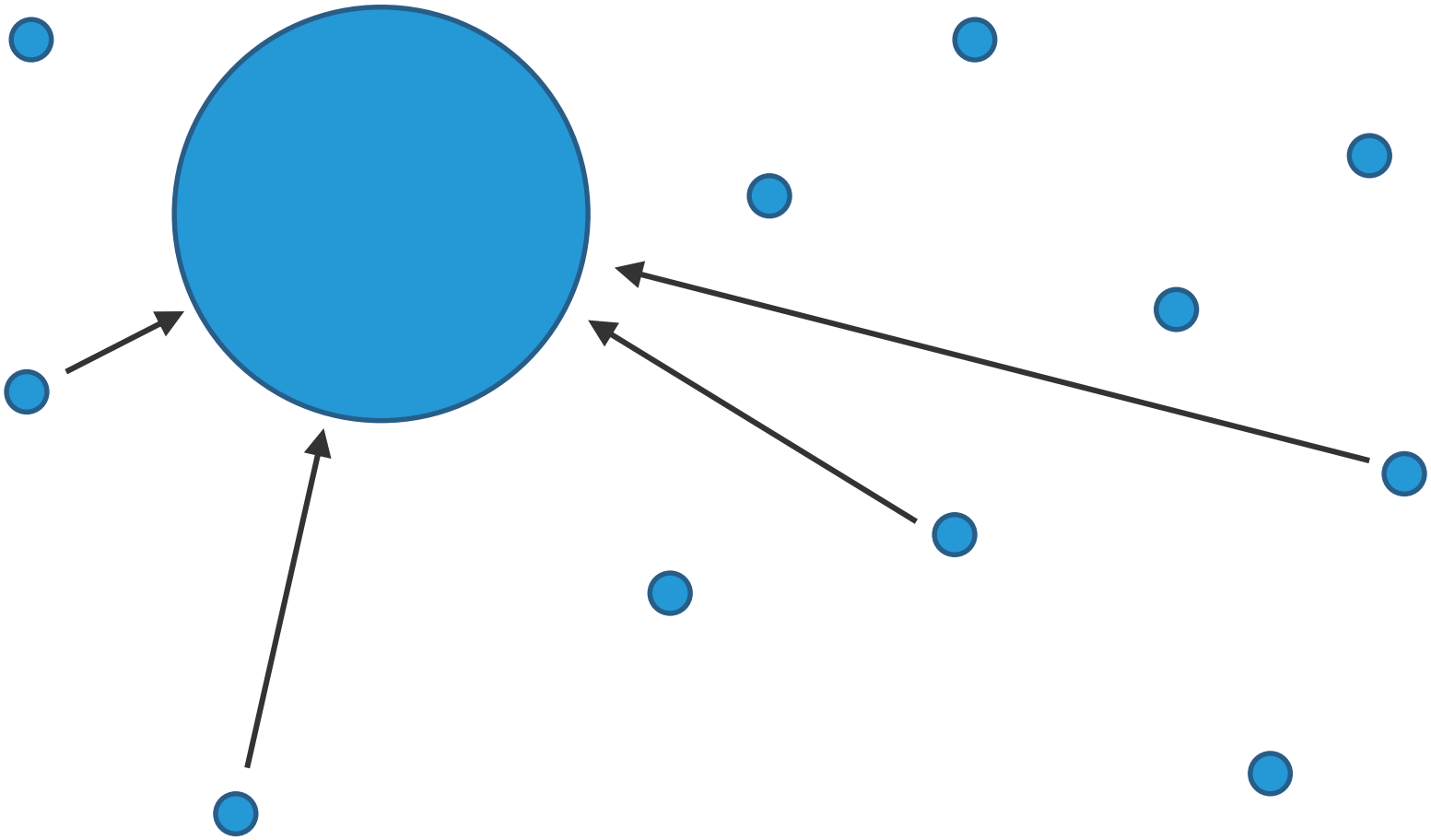

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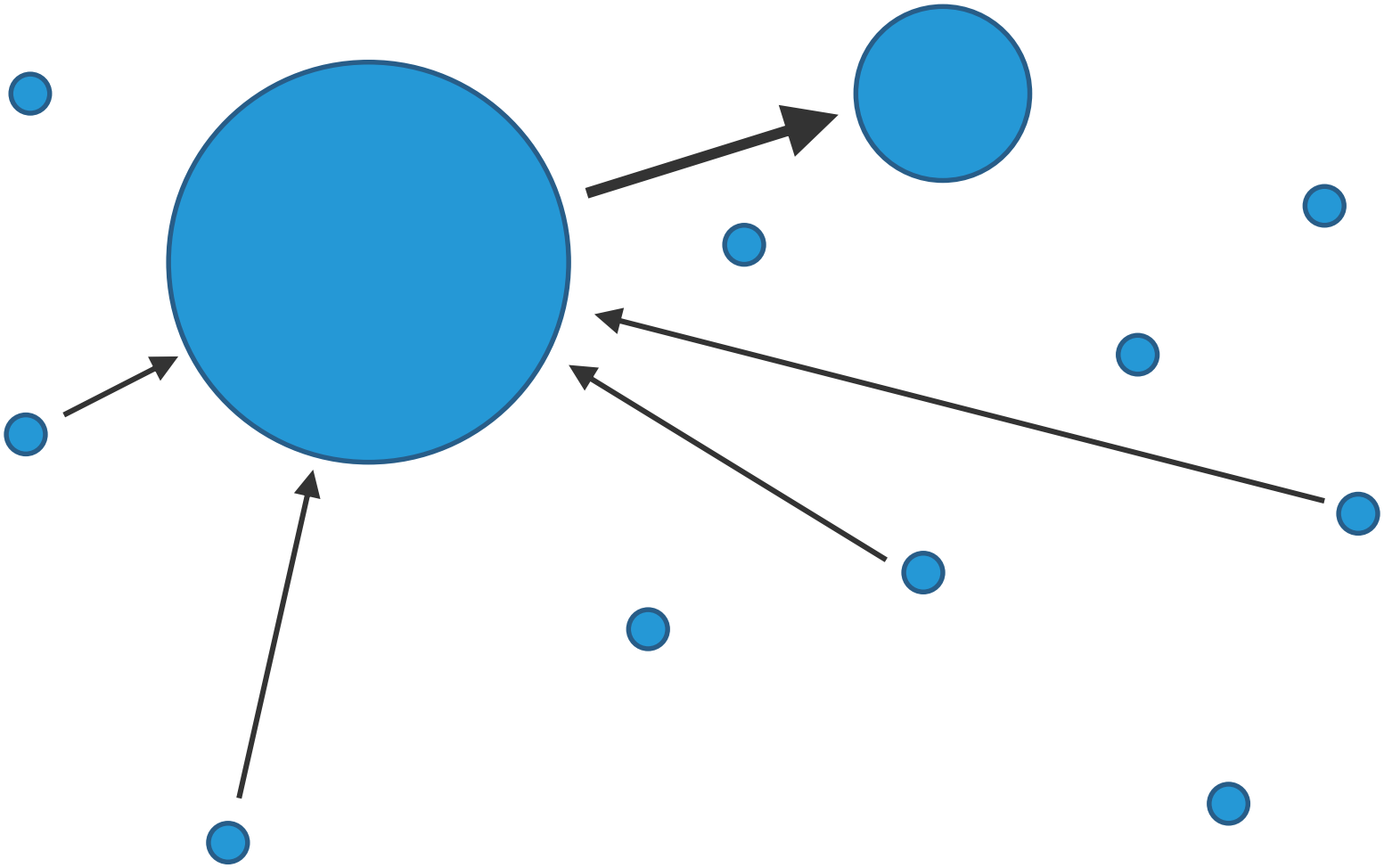


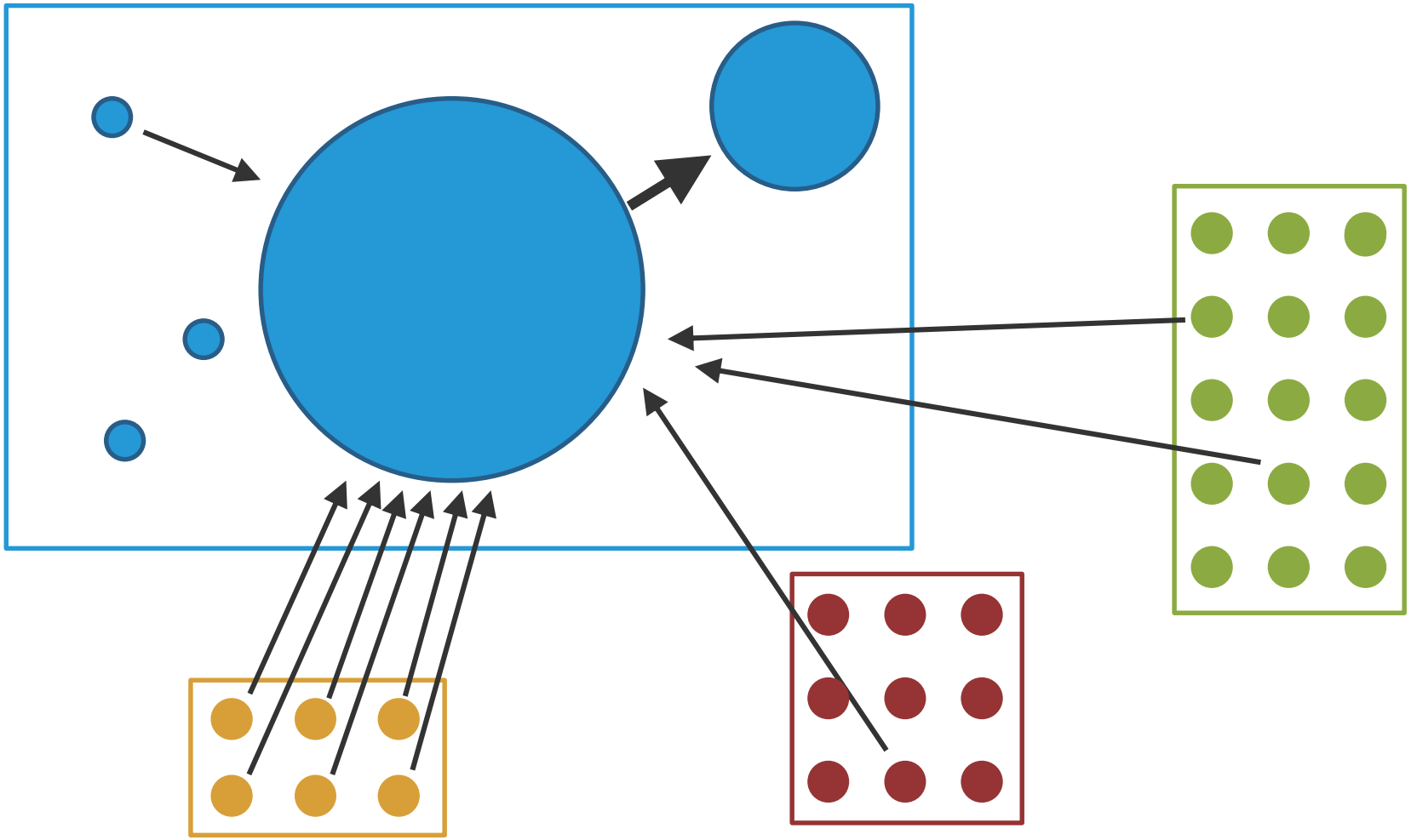
Authority

Next Actions:

Are your most important pages well linked-to internally?

Is your home page linking to important pages?

Authority



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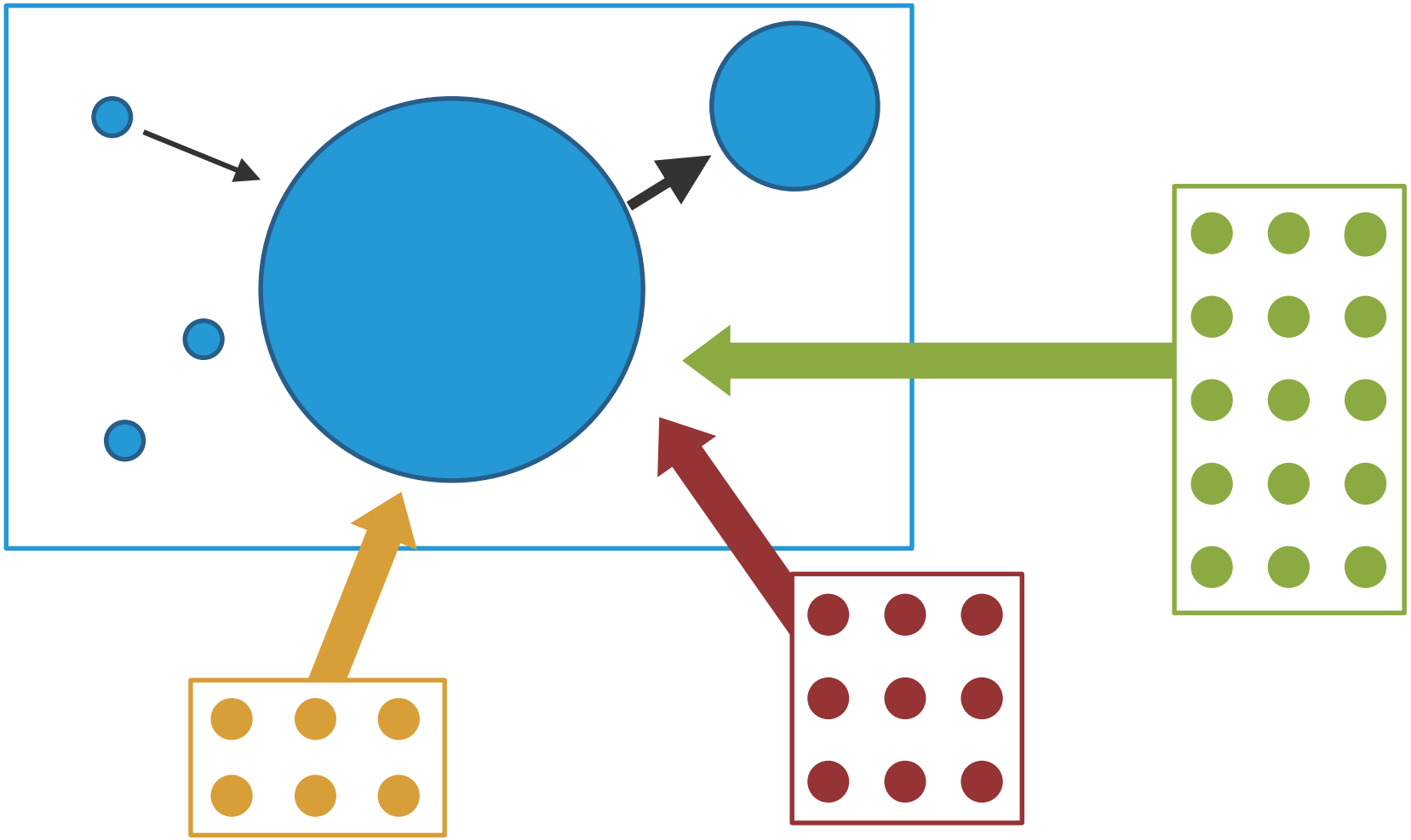

Authority

80:20 message:

More external domains linking to a page

↓

Stronger page

↓

More likely to rank

Authority

Earning links is inherently difficult.

But that's a good thing.

Get the easy links first.

Then get the hard ones.

https://moz.com/blog/a-link-building-rule-to-cut-out-and-keep

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9Logic Technologies	-	-
120VC	-	https://www.120vc.com/
AB Bernstein	Seattle	https://www.bernstein.com/
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Accenture	Seattle	http://www.accenture.com
Acumatica	Kirkland	http://www.acumatica.com/
Ad Lightning Inc	Seattle	-
Adaptech Solutions, Inc.	-	http://www.adaptechsolutions.net

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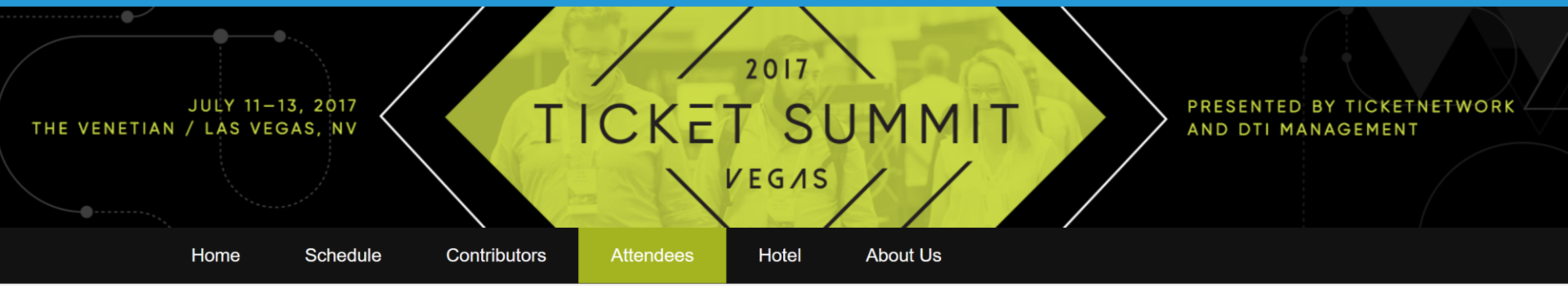

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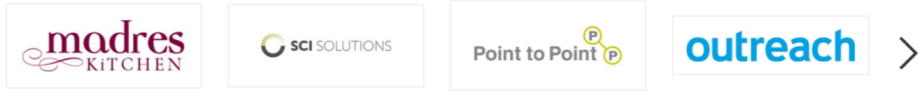

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Recent Posts

- Bethel Schools at Amazon June 8, 2017
- Glitter 2017 May 25, 2017
- Evergreen, Ingraham, South Lake and Marysville Mountain View HS at Microsoft Coding Workshop May 25, 2017
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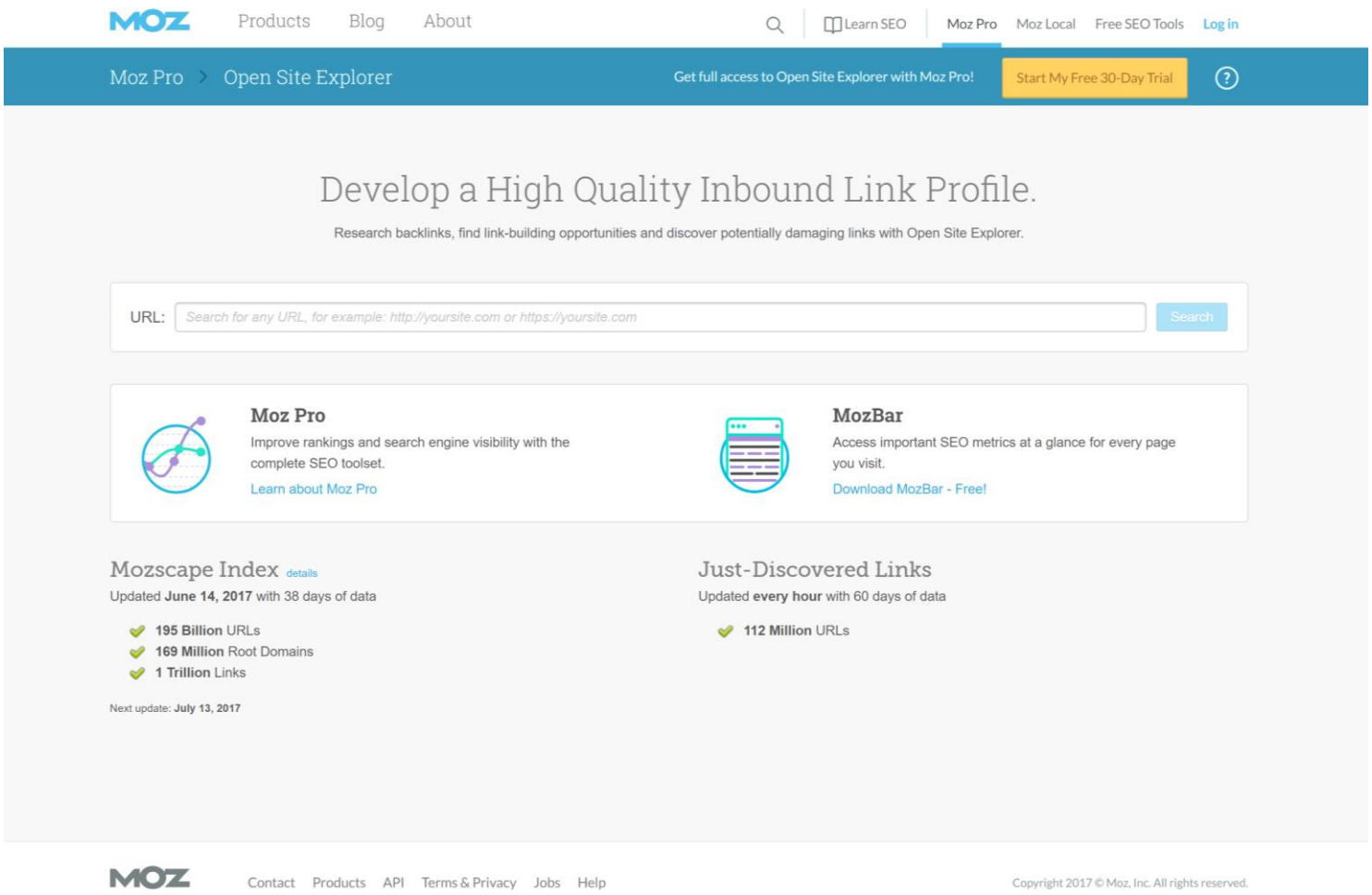

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URL: www.boxofficeticketsales.com Search

Hide Metrics

Authority

DOMAIN AUTHORITY: 38 /100

PAGE AUTHORITY: 40 /100

SPAM SCORE: 2 /17

Page Link Metrics

JUST-DISCOVERED: 1 60 Days

ESTABLISHED LINKS: 20 Root Domains

63,122 Total Links

Inbound Links

Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages.

Target: this root domain | Link Source: only external | Link Type: all links

1 - 50 Inbound Links

Prev Next

Title and URL of Linking Page	Link Anchor Text	Spam Score	PA	DA
Lukas Nelson & Promise of the Real www.promiseofthereal.com/	Great American Music Hall www.boxofficeticketsales.com/v…	3	53	45
Yanni :: Tour Dates | Yanni www.yanni.com/tour	Buy Tickets www.boxofficeticketsales.com/ti…	4	53	52
El Teatro Campesino | The Official Site elteatrocampesino.com/	Purchase Tickets www.boxofficeticketsales.com/v…	1	52	45

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Recital To Kick Off San Diego Opera 2014-15 Season

Ailyn Perez And Stephen Costello Perform 7 p.m. Friday At Balboa Theater

Friday, September 5, 2014

By Beth Accomando, Katie Schoolov

KPBS evening edition

KPBS Radio News

0:00 / 2:42

Aired 9/5/14 on KPBS News

KPBS arts reporter Beth Accomando previews tonight's San Diego Opera recital.

Transcript

After a tumultuous y[illegible] and almost closing its doors, San Diego Opera is ki[illegible]ing off a new season with a re[illegible]al at Balboa Theater Friday at 7 p.m.

San Diego Opera Chief Operating Officer Keith Fisher says the company is excited to be back downtown for a recital series and to be in a hall that acoustically lends itself to the voice.

"The size of the theater is perfect for a recital and the acoustic here is beautiful. It really is a wonderful sound, so we're excited to be able to present an operatic voice in this space," Fisher said. "It's a really interesting program. I think that it's audience friendly

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About

Satisfy your celluloid addiction with the Cinema Junkie blog and podcast, where you can mainline film 24/7. This film and entertainment series is run by KPBS Film Critic Beth Accomando.

So if you need a film fix, want to hear what filmmakers have to say about their work, or just want to know what's worth seeing this weekend, then you've come to the right place.

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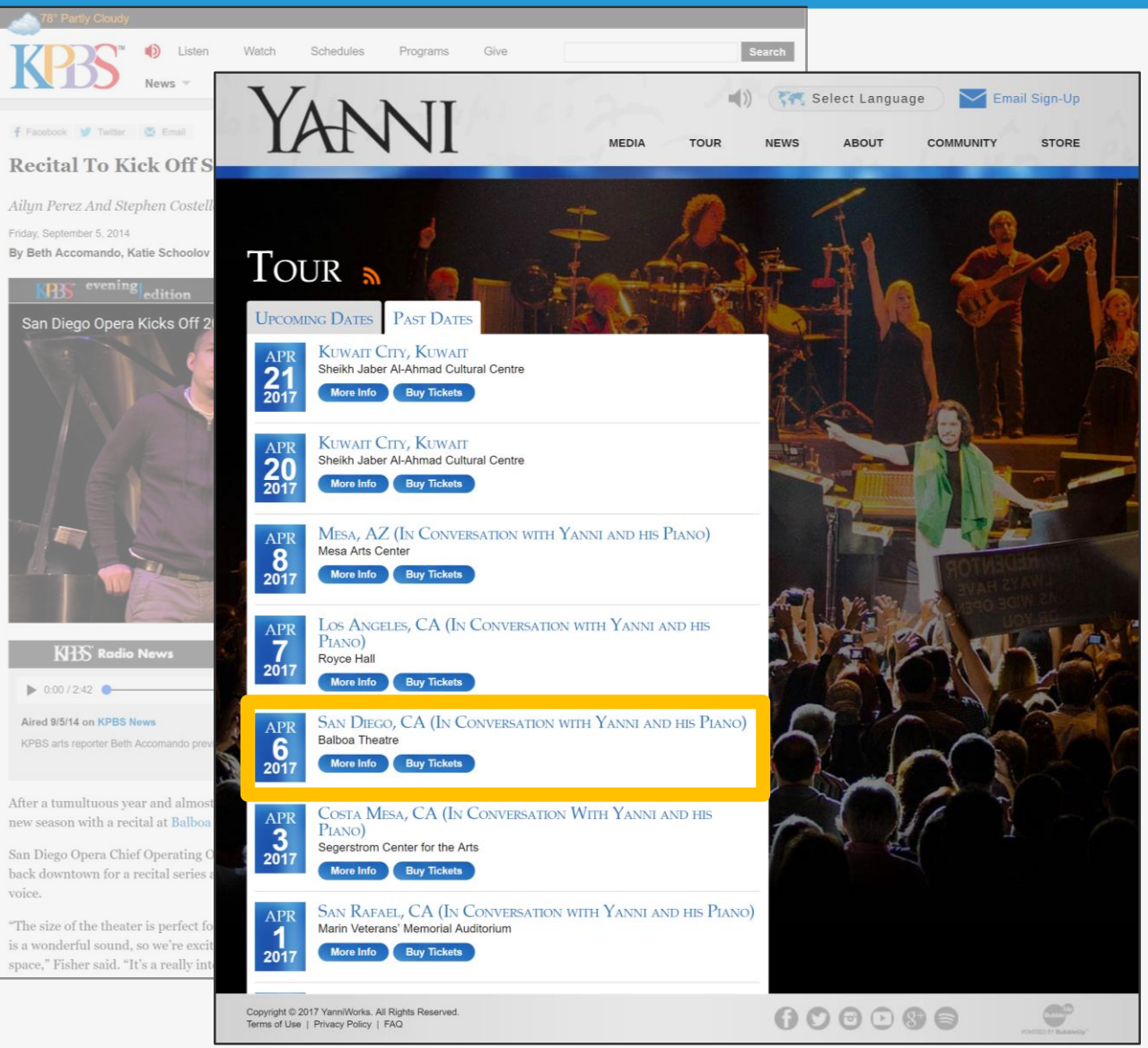
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By Beth Accomando, Katie Schoolov
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San Diego Opera Kicks Off 2
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0:00 / 2:42
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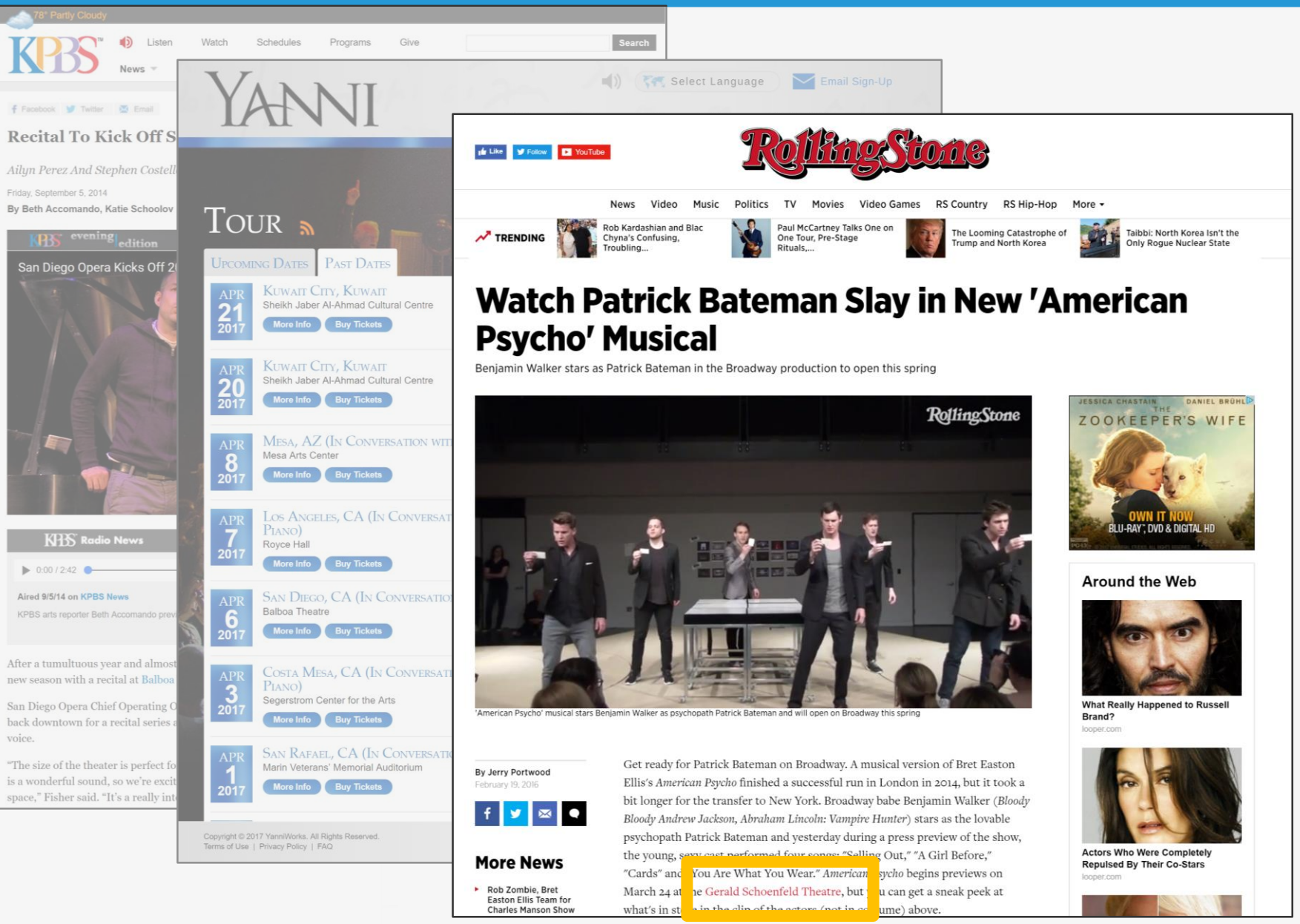
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Watch Patrick Bateman Slay in New 'American Psycho' Musical
Benjamin Walker stars as Patrick Bateman in the Broadway production to open this spring
'American Psycho' musical stars Benjamin Walker as psychopath Patrick Bateman and will open on Broadway this spring
By Jerry Portwood
February 19, 2016
Get ready for Patrick Bateman on Broadway. A musical version of Bret Easton Ellis's American Psycho finished a successful run in London in 2014, but it took a bit longer for the transfer to New York. Broadway babe Benjamin Walker (Bloody Bloody Andrew Jackson, Abraham Lincoln: Vampire Hunter) stars as the lovable psychopath Patrick Bateman and yesterday during a press preview of the show, the young, sexy cast performed four songs: "Selling Out," "A Girl Before," "Cards" and "You Are What You Wear." American Psycho begins previews on March 24 at the Gerald Schoenfeld Theatre, but you can get a sneak peek at what's in store in the clip of the actors (not in costume) above.
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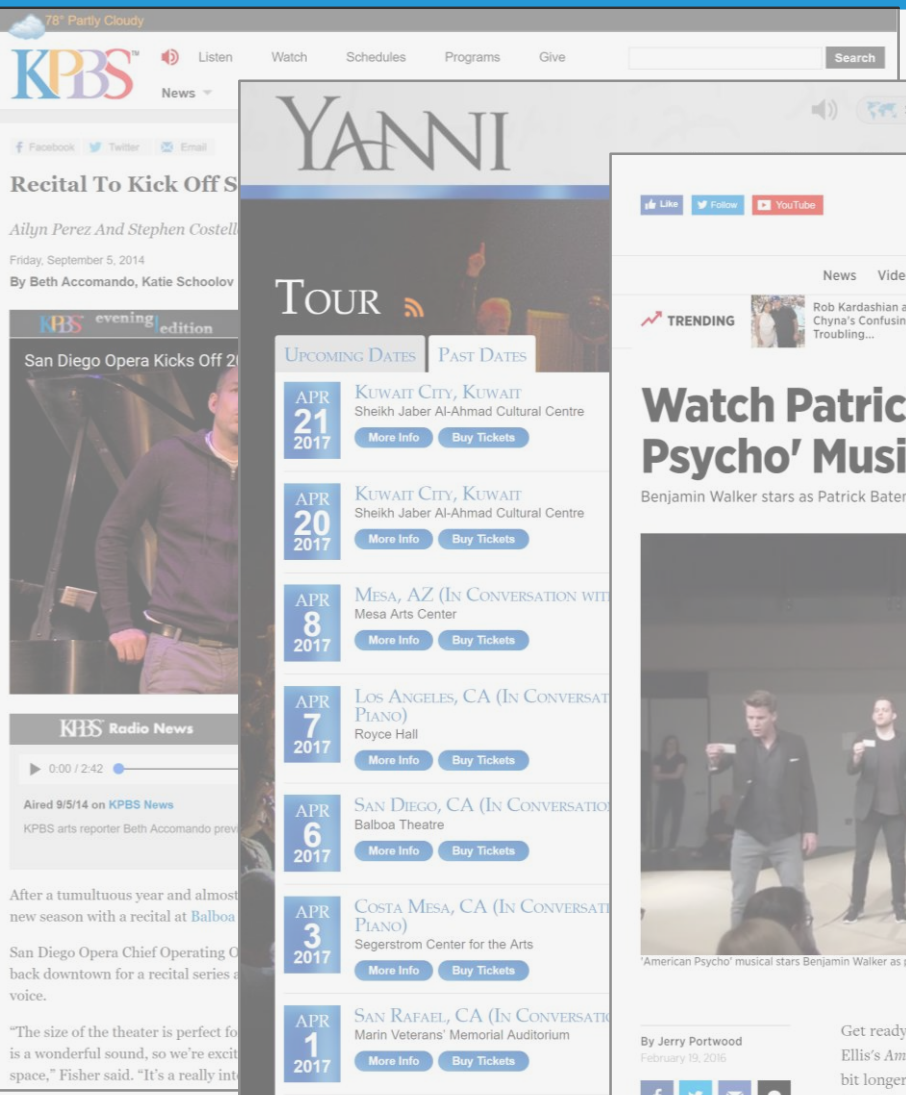
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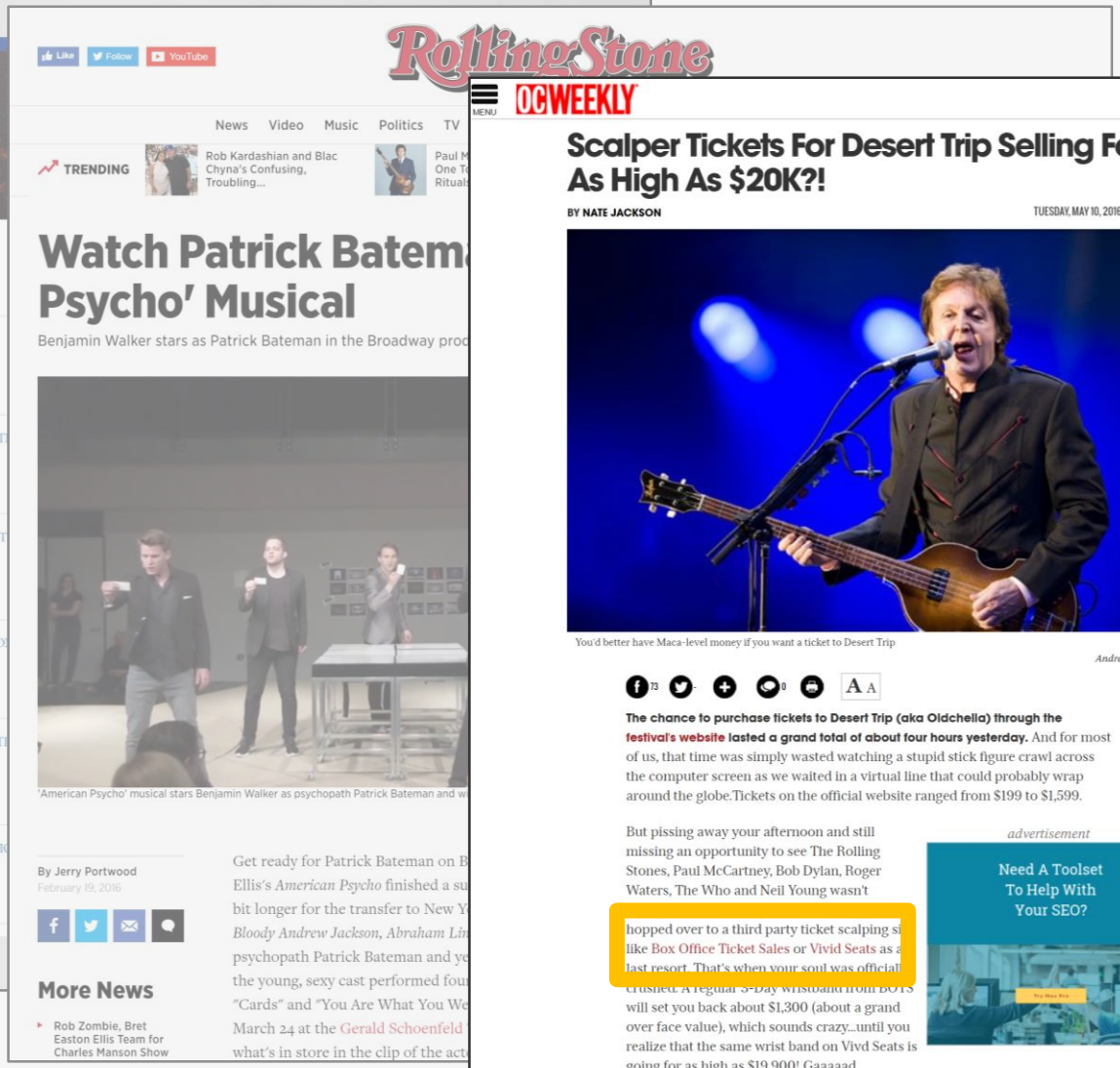
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Scalper Tickets For Desert Trip Selling For As High As $20K?!
BY NATE JACKSON
TUESDAY, MAY 10, 2016 AT 9:14 A.M.
You'd better have Maca-level money if you want a ticket to Desert Trip
Andrew Youssef
The chance to purchase tickets to Desert Trip (aka Oldchella) through the festival's website lasted a grand total of about four hours yesterday. And for most of us, that time was simply wasted watching a stupid stick figure crawl across the computer screen as we waited in a virtual line that could probably wrap around the globe.Tickets on the official website ranged from $199 to $1,599.
But pissing away your afternoon and still missing an opportunity to see The Rolling Stones, Paul McCartney, Bob Dylan, Roger Waters, The Who and Neil Young wasn't
hopped over to a third party ticket scalping si
like Box Office Ticket Sales or Vivid Seats as a
last resort. That's when your soul was official
will set you back about $1,300 (about a grand
over face value), which sounds crazy...until you
realize that the same wrist band on Vivd Seats is
going for as high as $19,900! Gaaaaad
dayyuuuummm!
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Earning Links with Content:

What content on your site could get linked to?

Who would link to it?

Why would they share it?

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For example:

What content?	Your ticket page for a concert.
Who would link?	The fan-sites for that band.
Why?	You have the last box seats available online.

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For example:

What content?	The page for a sweepstake you're running.
Who would link?	Fan sites; local event listings; sweepstake sites
Why?	Everyone loves the chance to win free stuff, and they want to help their audience win.

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For example:

What content?	A blog post about the best budget seats to pick at a nearby venue.
Who would link?	Local paper; money saving blogs; student sites
Why?	It could be the only source of photos from each 'obstructed view' seat, with a human-written write up.

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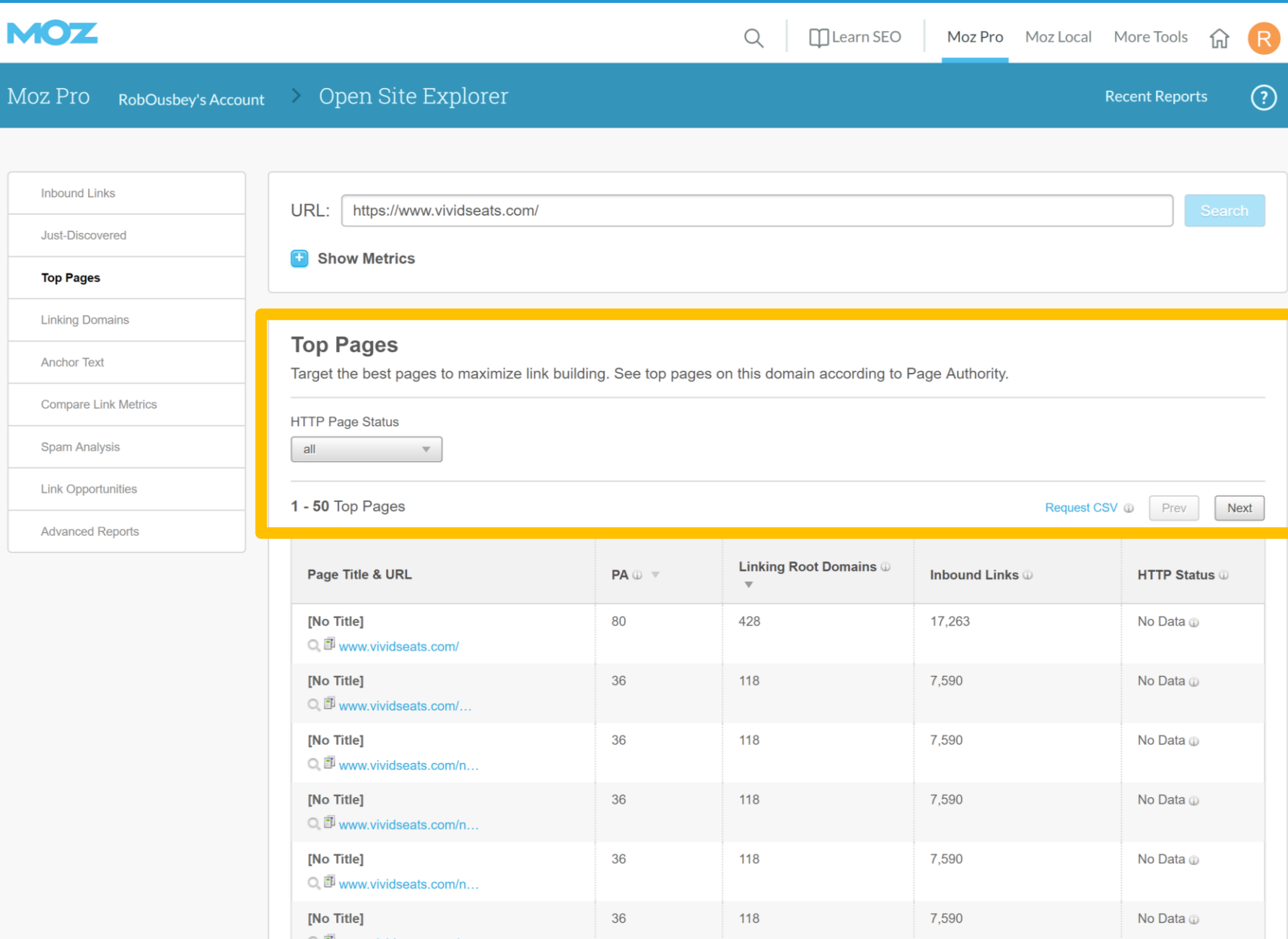
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Back to NCAA Basketball

Vivid Seats Pricing Preview: NCAA Tournament Ticket Prices 2017

Feb 9, 2017 1:34 PM by Amy

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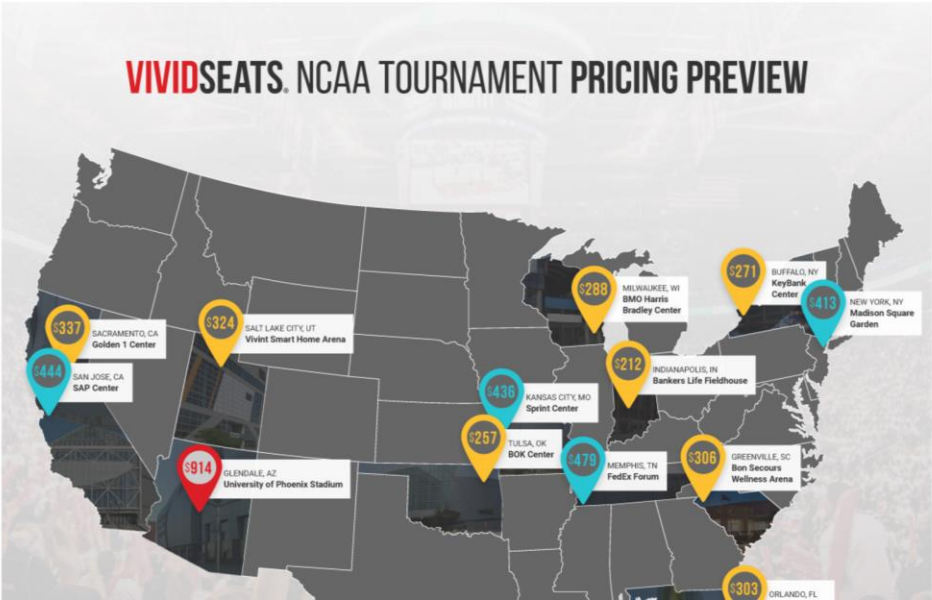
MARCH MADNESS TICKET PRICES A pinch of March Madness is on the way for college basketball fans...in February. For the first time ever, the NCAA men's basketball selection committee will reveal its top 16 seeds based on results as of Feb. 11, the day of the announcement.

With the sneak peek coming roughly a month before Selection Sunday, it's highly likely that the final bracket will look quite different when all is said and done.

Such is the case for NCAA Tournament ticket prices as well, but for those inclined to begin planning early, here's a glimpse into what the Vivid Seats marketplace currently has to offer.



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2017 MLB Ticket Prices

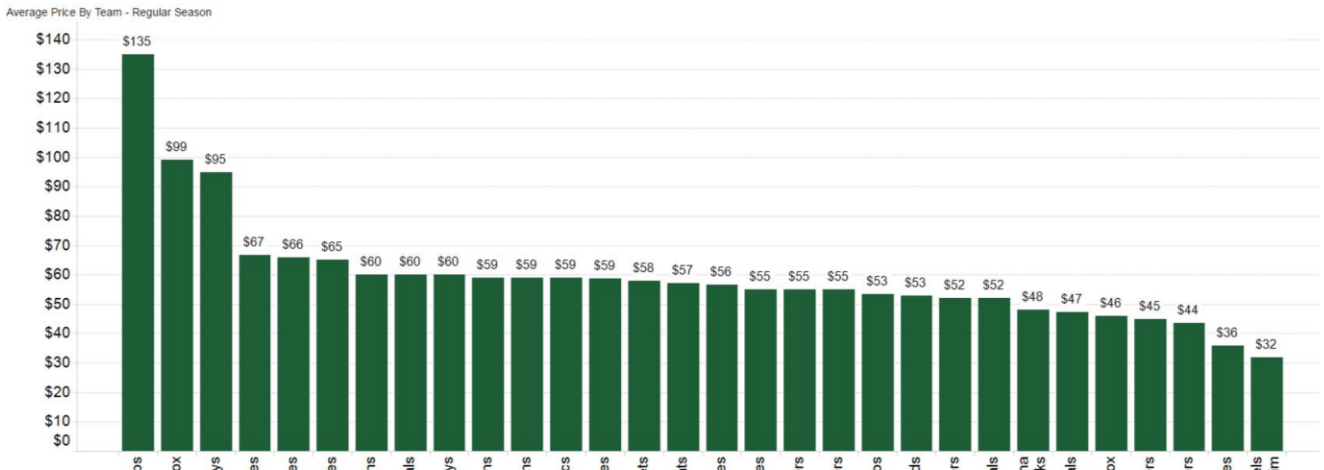
March 27, 2017 3:24 PM

MLB Ticket Price Highlights

*The defending World Series champion Chicago Cubs lead all teams with an average list price of $135 for regular-season home games in 2017

*The Boston Red Sox are the most in-demand AL team with an average list price of $99

*The Los Angeles Angels of Anaheim are the most affordable team overall with an average list price of $32



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Which sites to users actually like visiting?

User Signals

User Signals

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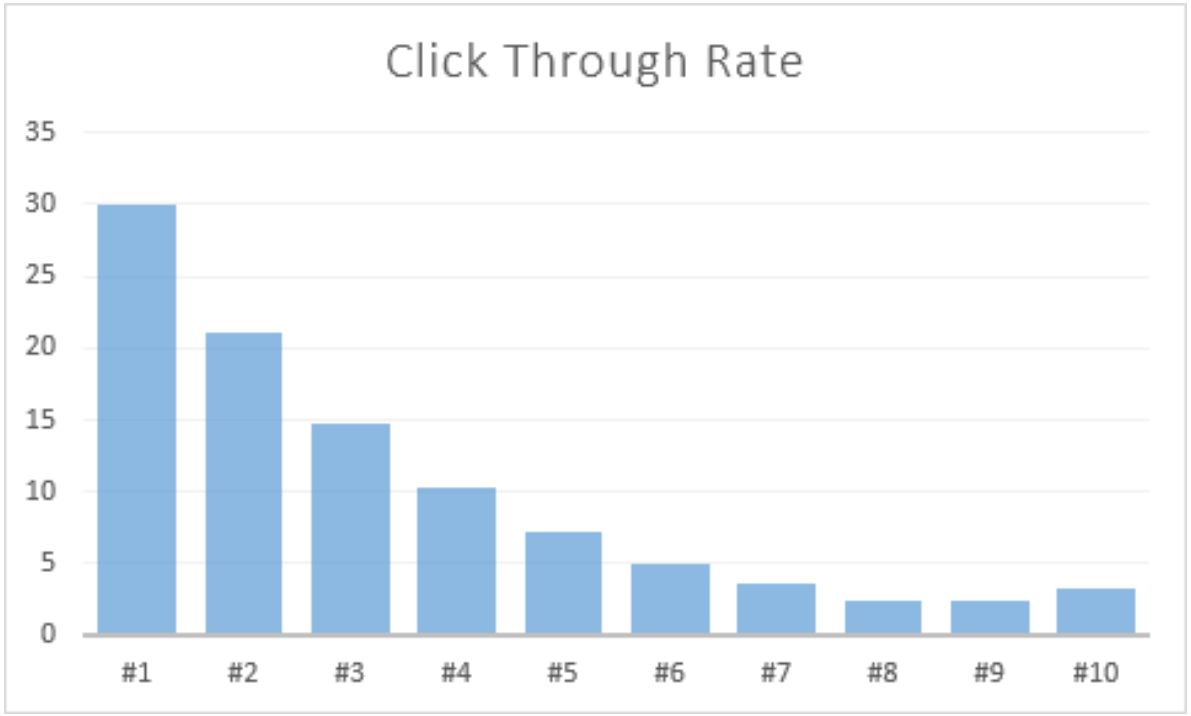

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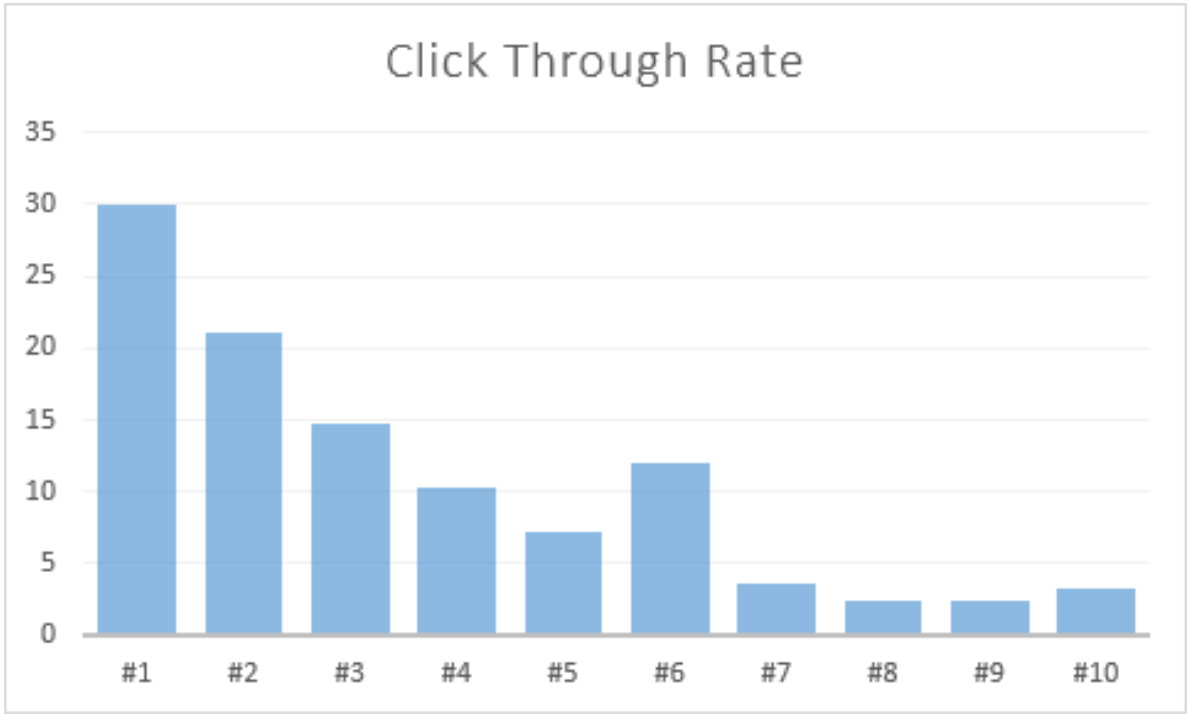

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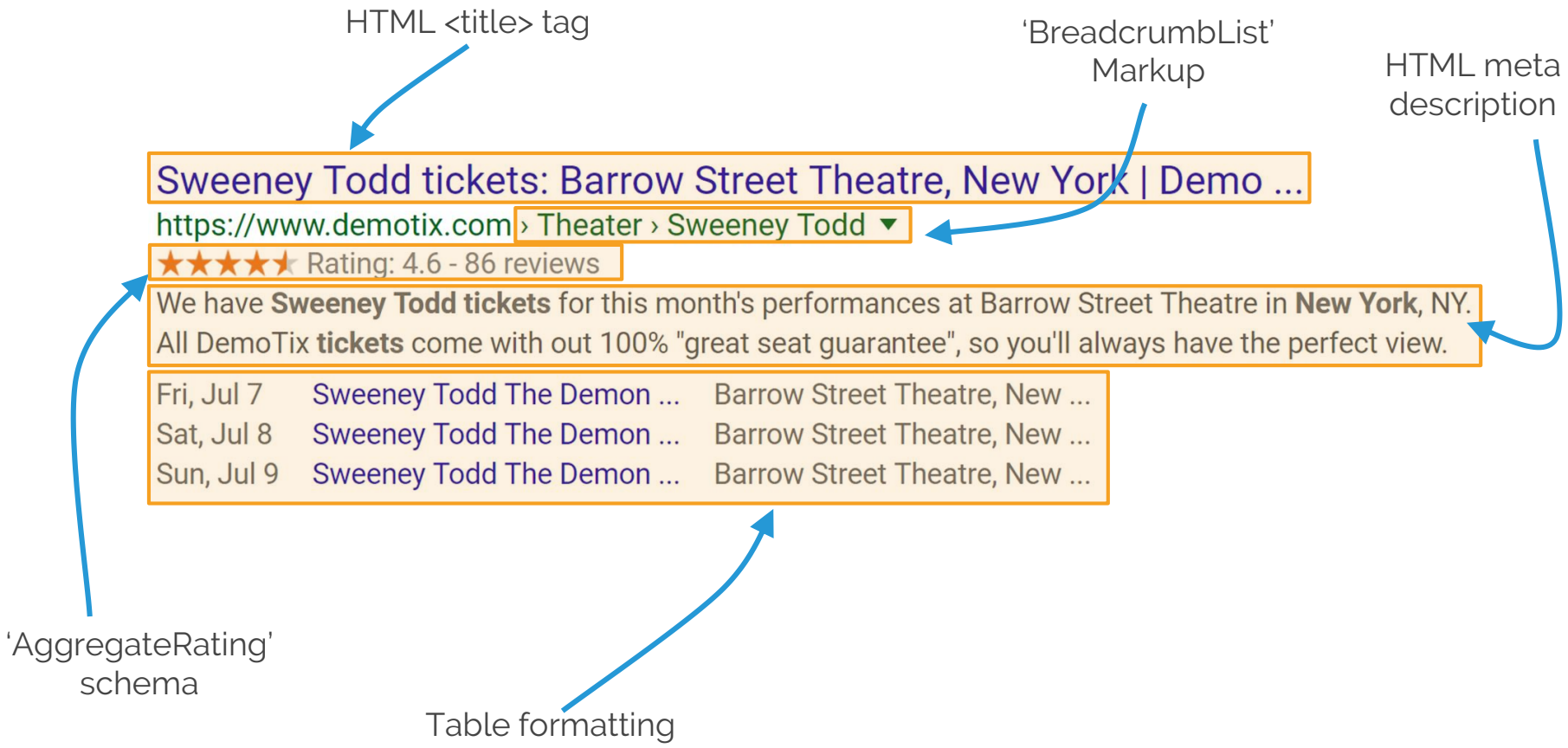

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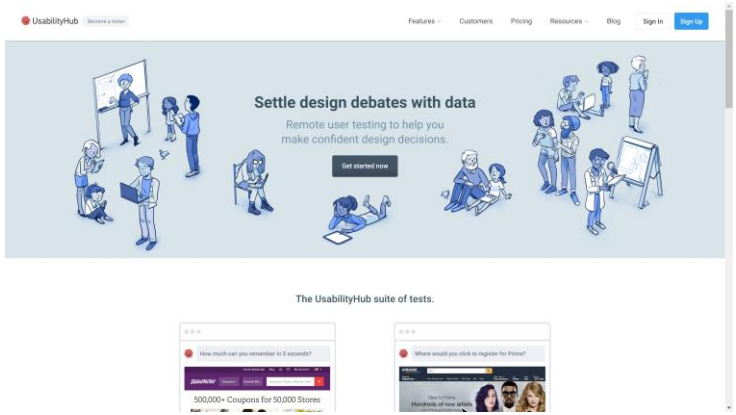
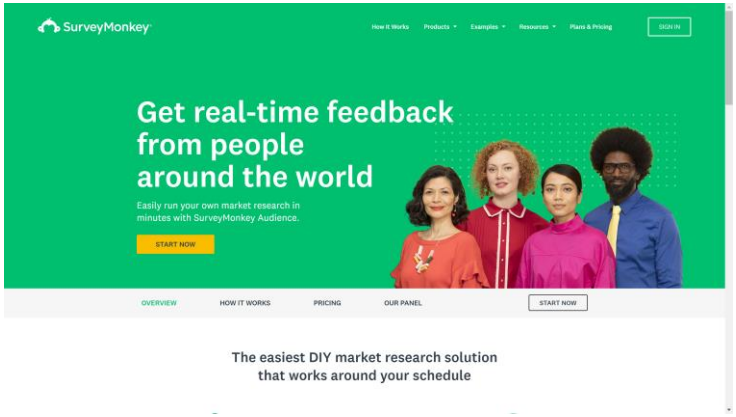
User Signals: My Favorite Tools

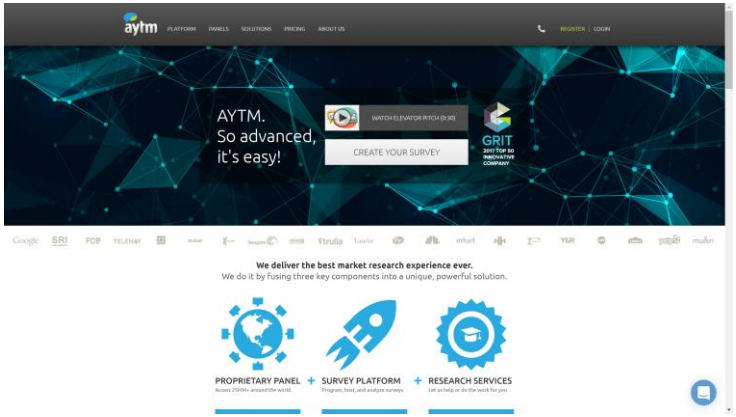
UserTesting.com



UsabilityHub.com

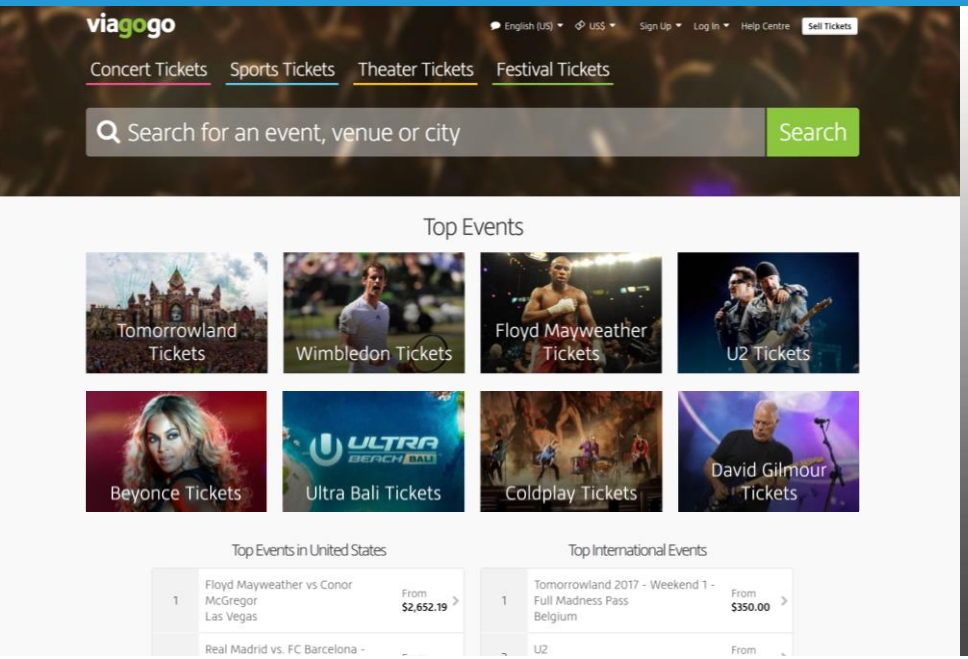


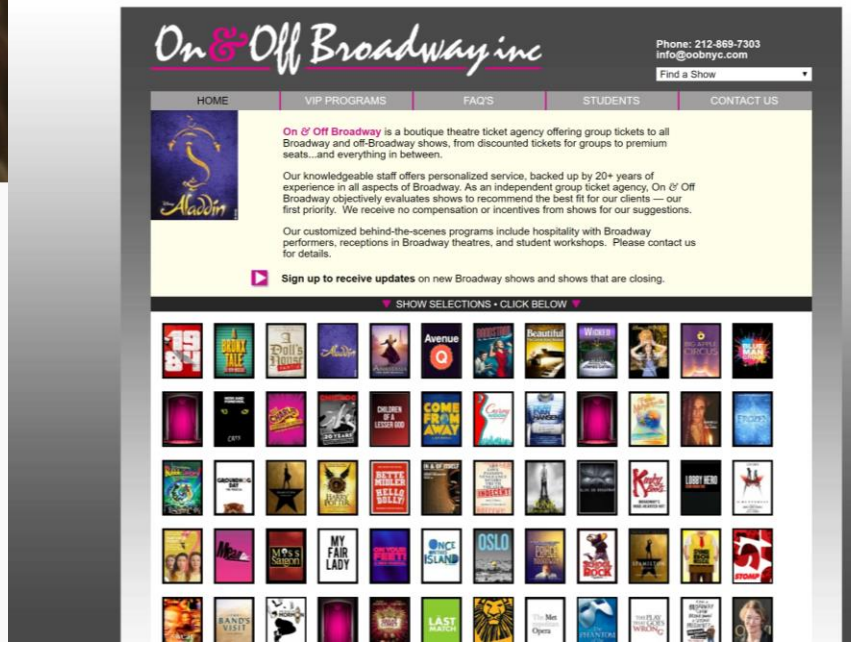
SurveyMonkey.com/mp/audience



AYTM.com

User Signals: Qualitative Tests





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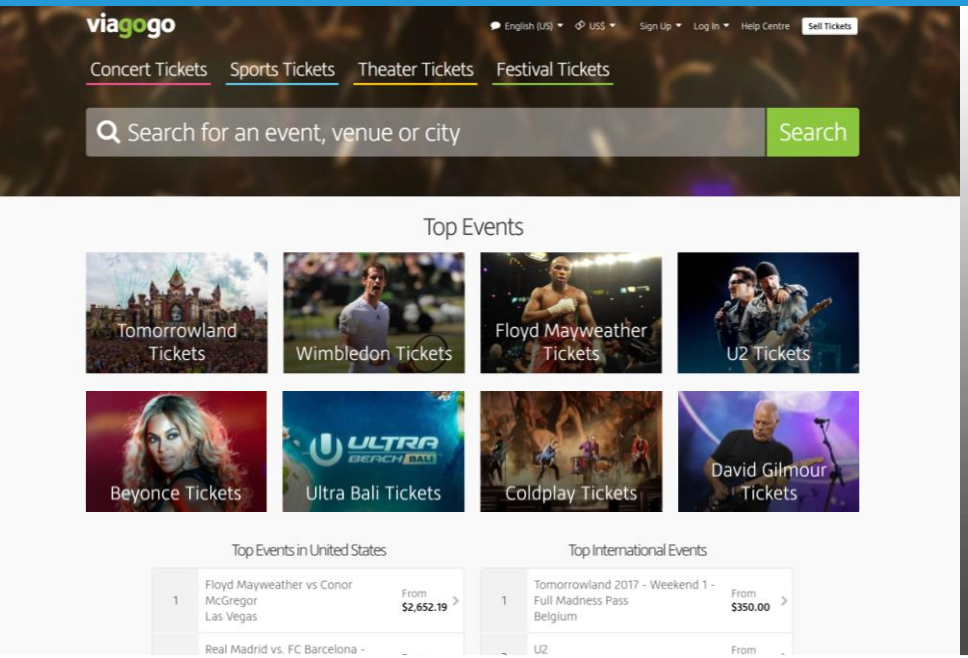
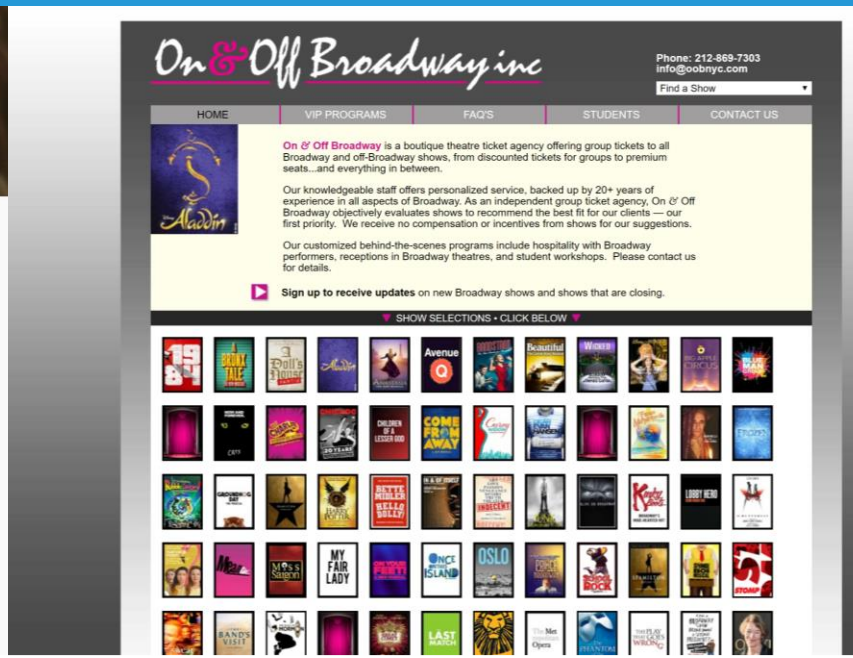
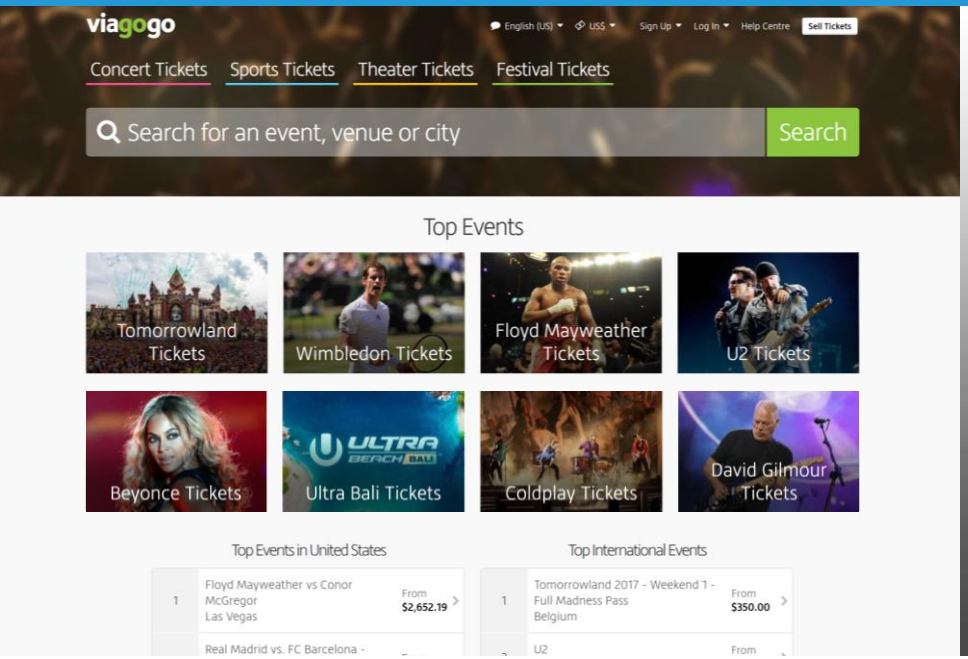
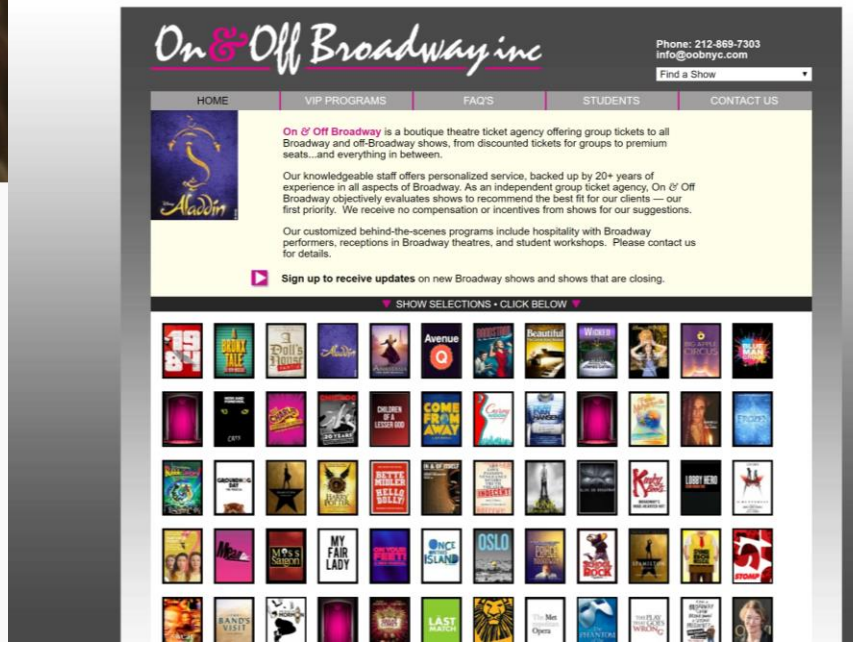




"Show me how you would book two tickets to Kinky Boots, for this Saturday night."

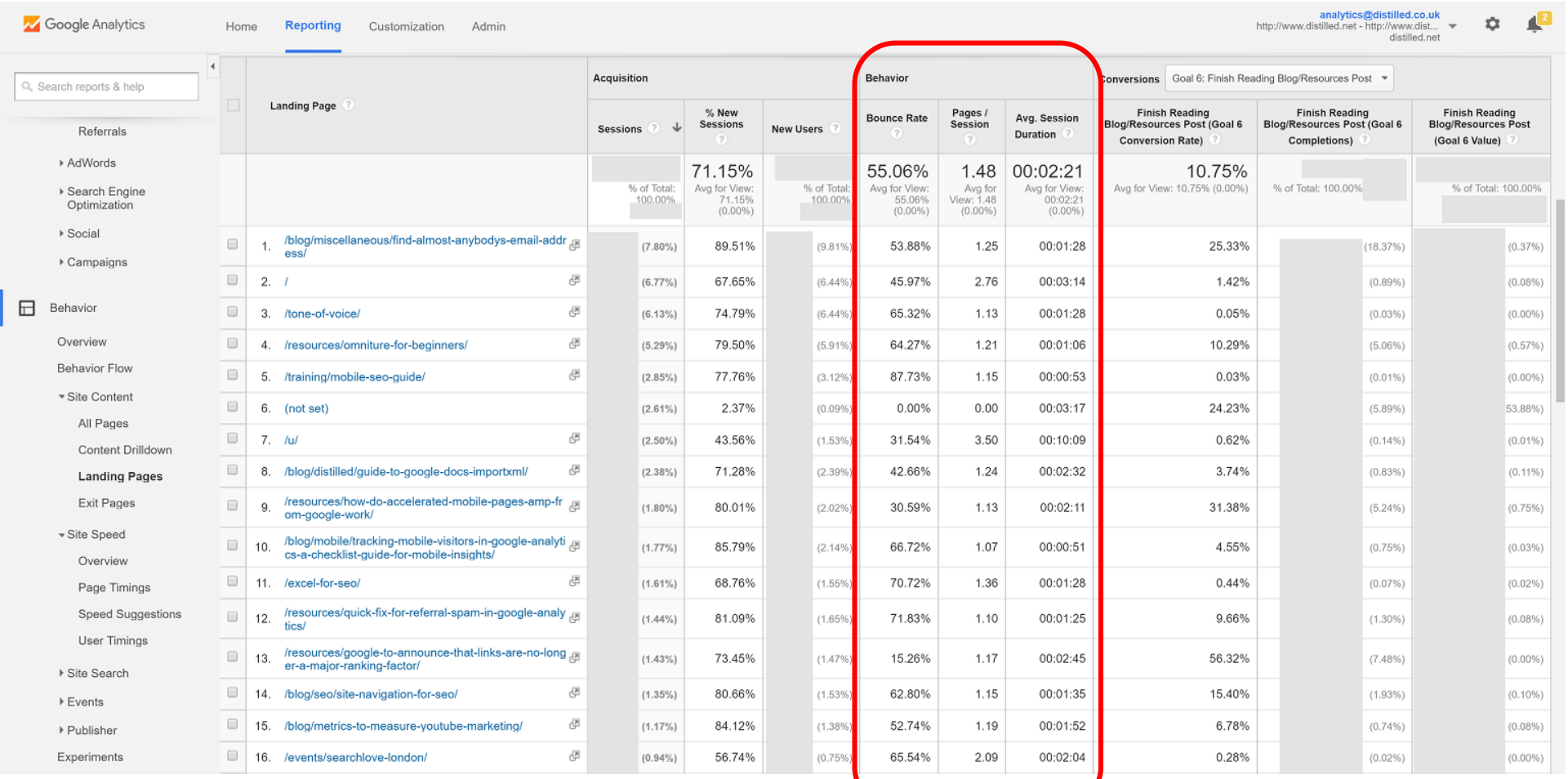
User Signals: Qualitative Tests





"Would you trust this site with your credit card details?"

User Signals: Quantitative Data



User Signals: Engagement

Next Actions:

Check whether users understand & trust your website. Work to fix their complaints.

Take a look at which pages on your site have the best / worst user engagement.

#3

Brand Signals

User Signals: Brand

Google knows what brands are.

They've been explicit about this for years.

User Signals: Brand

Google knows what brands are.

They've been explicit about this for years.

Users **VISIT** them directly.

Users **SHARE** their content.

Users **SEARCH** for them.

Users **SELECT** them in results.

User Signals: Brand

Maybe you…

regularly get your name in the paper

have content that goes viral

built a reputation for great customer service

sponsor your local little-league

User Signals: Brand

You may get rewarded with:

direct traffic

(Let's just go to that site.)

User Signals: Brand

You may get rewarded with:

direct traffic
(Let's just go to that site.)

higher click through rates
(Oh, I know that site.)

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User Signals: Brand

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(Let's just go to that site.)

higher click through rates
(Oh, I know that site.)

greater engagement
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better rankings
(Looks like people like this site!)

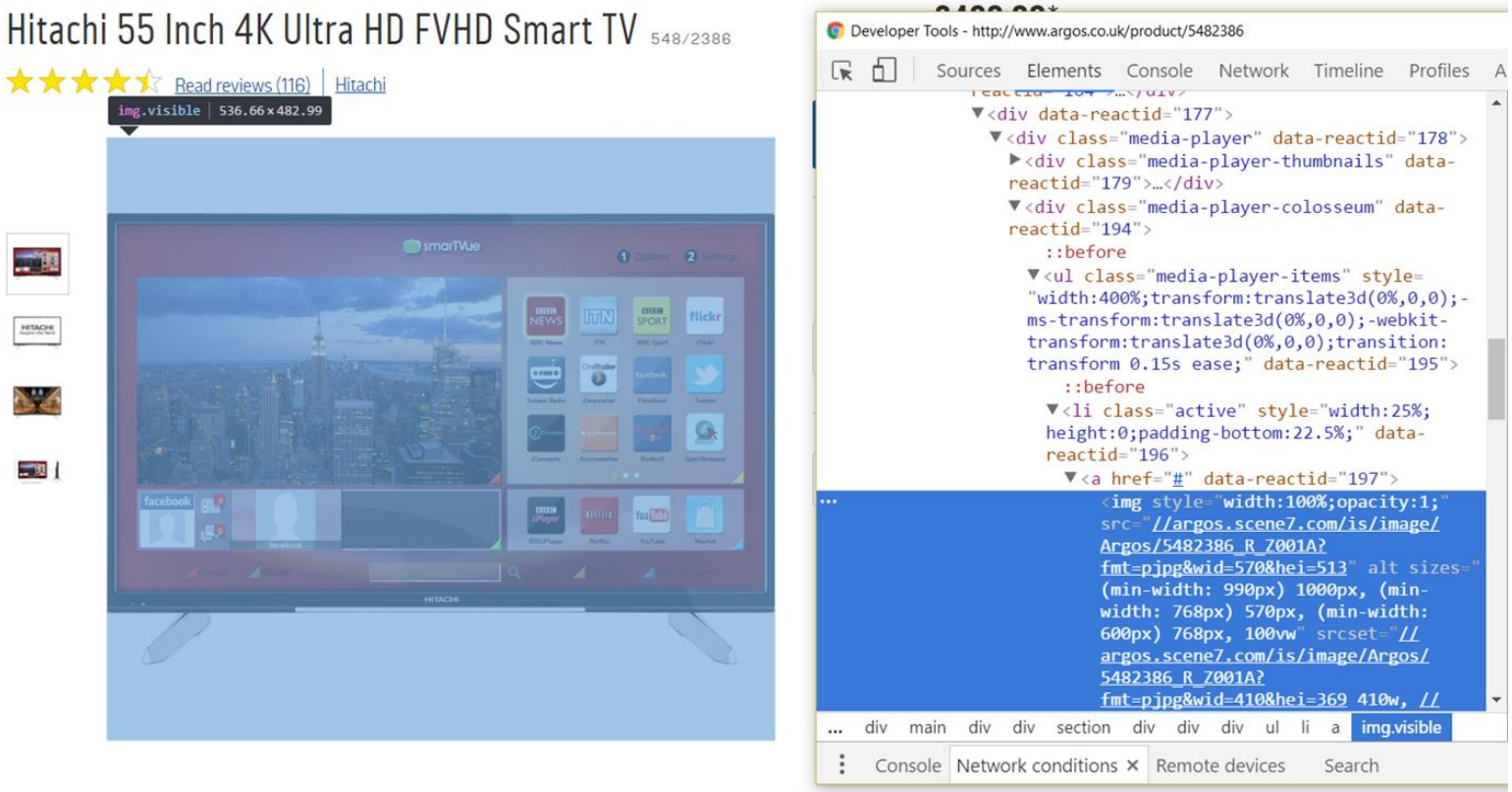
But there is so much more.

distilledODN

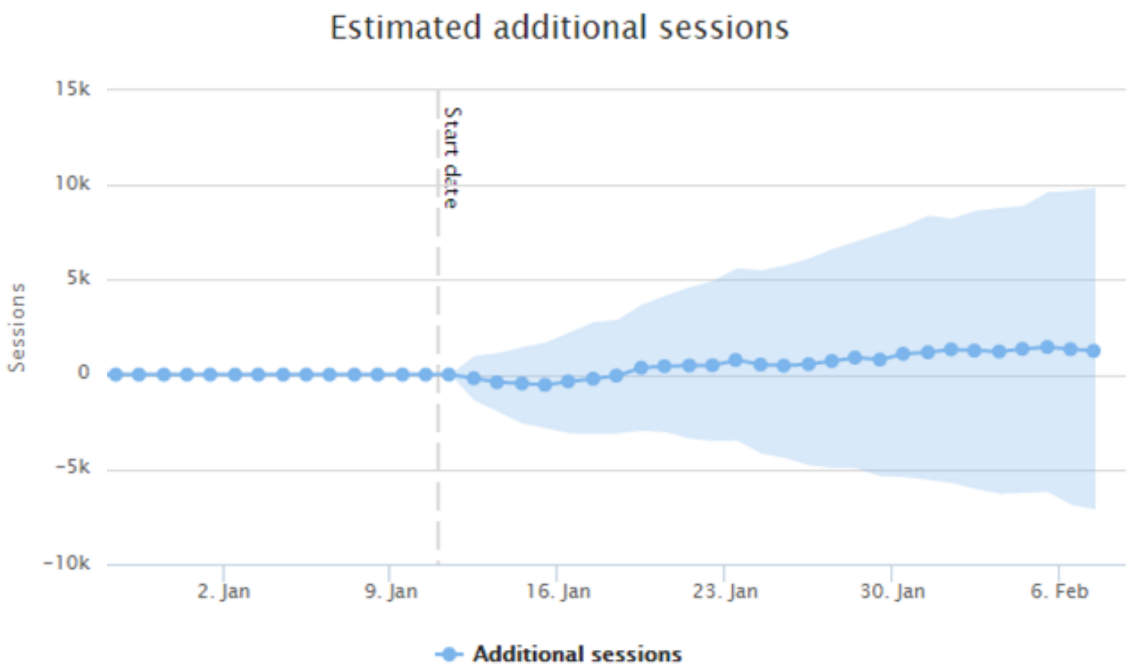
Search Focussed A/B Testing

Search Focussed Testing

Adding alt tags to images

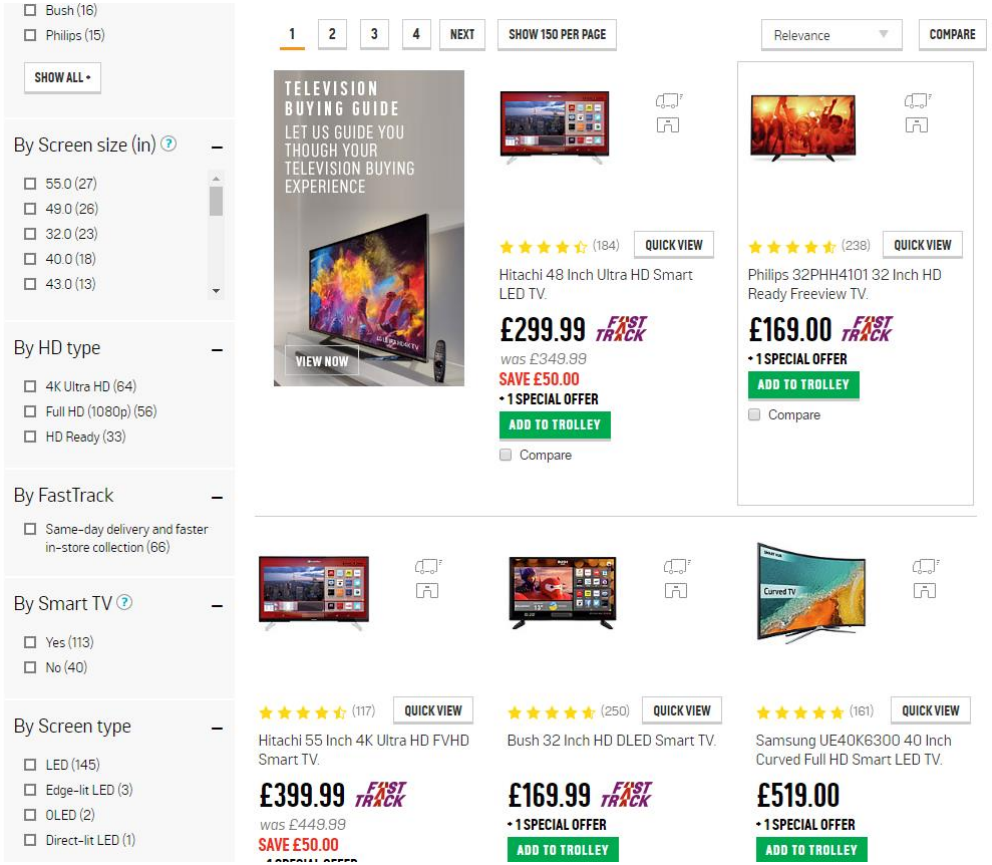


Search Focussed Testing

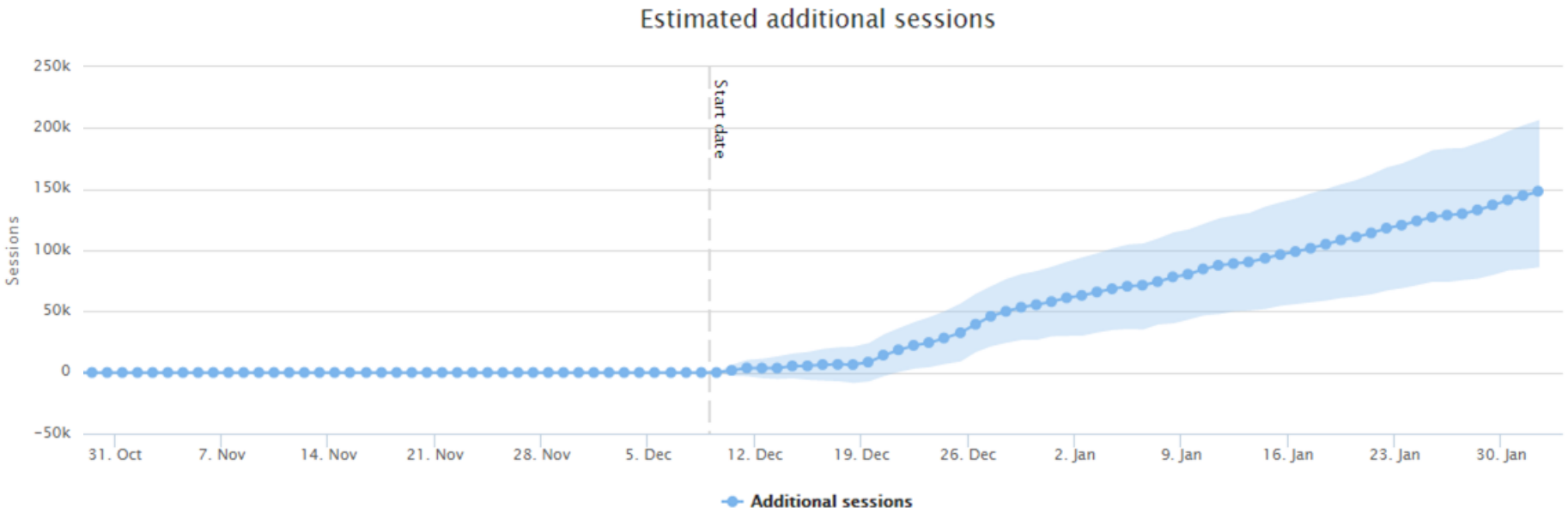


Search Focussed Testing

Adding structured data



Search Focussed Testing



Recap

Check your on-site optimization

Are you appropriately signalling what your pages are about?
Are you most important pages also the most linked-to?

Earn some authority

Get some external sites to link to your most crucial landing pages
Build a new piece of non-commercial content that deserves to be shared

Validate your site's user experience

Would people want to click on your search result?
Would they want to spend time on your site?

Thank you!

distilled.net/blog ← free content & resources

distilled.net/odn ← SEO testing platform

Rob Ousbey ← your new SEO friend
rob.ousbey@distilled.net
@RobOusbey